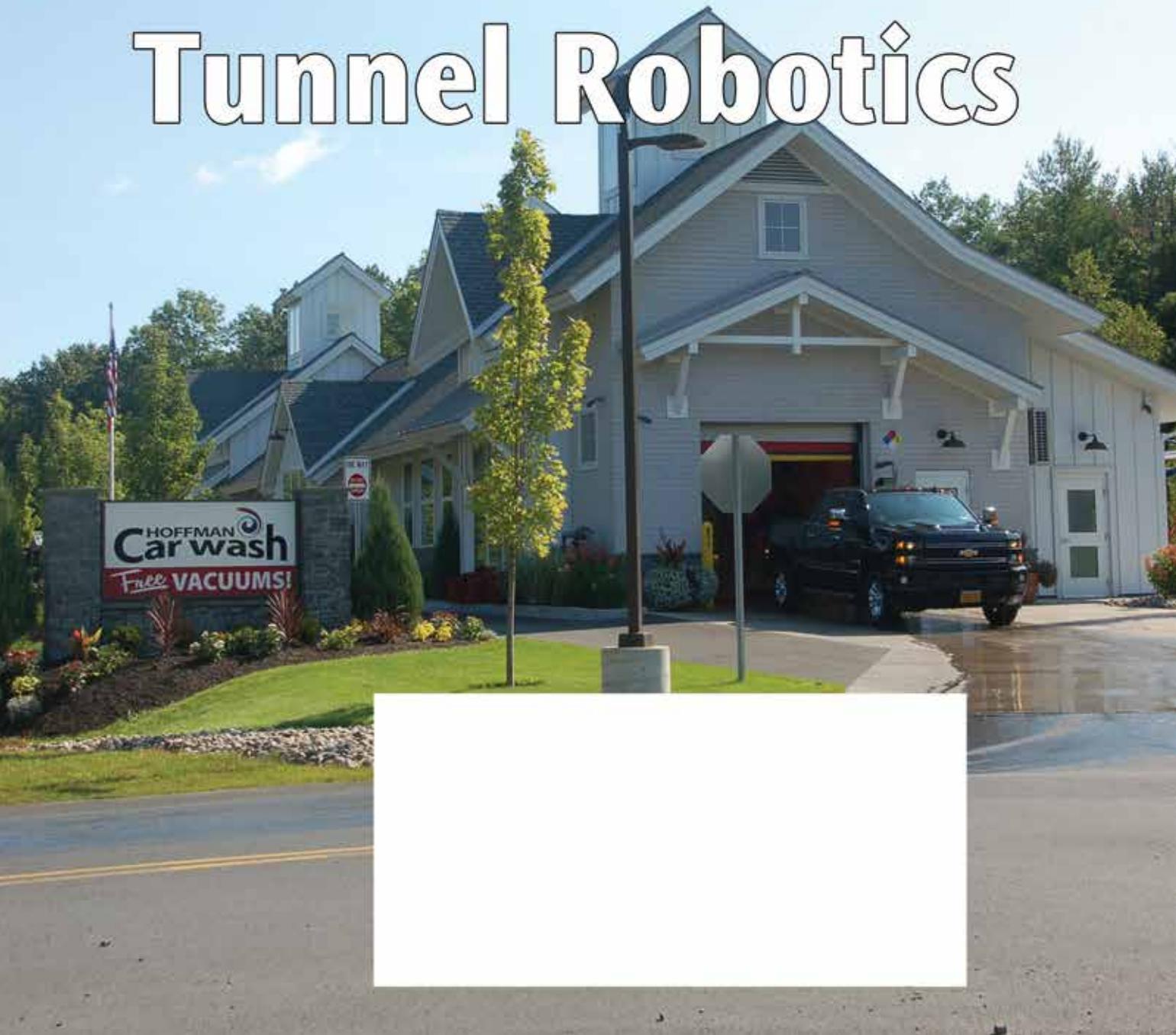


# northeast carwasher



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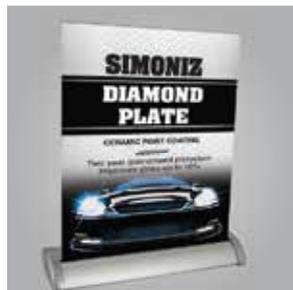


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# northeast carwasher

Fall 2017

Vol. 22 No. 4

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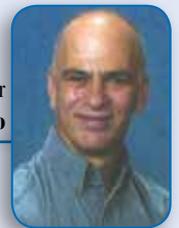


*Photo credit: Photo taken by Media Solutions of the Hoffman Car Wash in Ballston Spa, NY.*

## northeast carwasher



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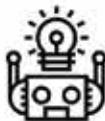


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*It's my absolute favorite time of year, bar none. And this season is especially poignant for me as it's my daughter's senior year in high school and her last Varsity swimming season. We'll be empty nesters before you know it, and I really can't even begin to wrap my arms around that! But sprinkle in some exceptional swimming, the indescribable beauty of the fall in the Northeast and the promise of a robust winter washing season around the corner and it all just makes me smile.*

*Something else that makes me smile is a successful Northeast Regional Carwash Convention (NRCC), October 2-4, at the Atlantic City Convention Center (ACCC). From the day one show ends until the next begins there is a lot of work done, by a lot of people, to ensure that the East Coast's largest trade show and educational program is a success. This year, the show is hosted by the Connecticut Carwash Association and its theme is "Reinventing the Wheel." There are several new twists to the event that you should definitely check out.*

*Our first new feature will happen on Monday, October 2, from 4-6 pm at the ACCC. It is a "Virtual Tour" hosted by Hoffman Car Wash's Tom Hoffman, Jr. We have asked four exceptional operators who are doing really innovative things at their washes to share those innovations with us through videos/iMovies of their wash operations. We will "Virtually" be visiting New Jersey operator Chris Vernon who has just opened a 65,000-foot wash that boasts the longest conveyor in the country, as well as a number of types of washing under one roof to show us this impressive facility.*

*Also on the tour will be the newest Sparkle Car Wash in Easton, PA, an express exterior model owned and operated by ICS's Kevin Detrick. This state-of-the-art wash focuses on automation to streamline the washing process while eliminating hand prepping. The site features wraps that can position for the specific shape of each vehicle, an innovation the operator has been perfecting for the last decade.*

*Hudson Valley, NY, operator Gary Baright of Foam & Wash will showcase his use of LED lighting and self-service innovations at his multiple profit centers.*

*And our fourth location is this issue's cover story, Hoffman Car Wash in Ballston Spa, NY, featuring robotic washing, a water absorbing vacuuming area, electrically-driven wheel blasters and a number of exciting new wash features. I am very excited about this unique program and the many ideas and innovations that will be on display!*

*We are also adding to the lineup vendor "Inside Looks" that provide our exhibitors with the forum to educate attendees right on the show floor. It's an exciting way to expand our educational footprint in short, intimate mini seminars.*

*Our Keynote this year, Denise Ryan of FireStar Speaking in Raleigh, NC, will speak to us on the importance of the Millennial workforce. She will share tips on how best to reward, inspire and challenge today's Millennials.*

*And, as always, we have an impressive Welcome Reception planned for The Water Club pool hosted by Innovative Control Systems. It's your best opportunity to mix and mingle with carwash friends, old and new, in an intimate setting with some great food and camaraderie.*

*Yes, I talk a lot about this show, but it's really an exceptional opportunity for you to learn, grow and interact with carwashers up and down the Northeast. Just like you, they all want to wash more cars and do it more efficiently. We can help you "Reinvent the Wheel!" in AC, October 2-4. Don't miss the opportunity!*



*Suzanne L. Stansbury*

Suzanne L. Stansbury  
Editor/Publisher Northeast Carwasher magazine

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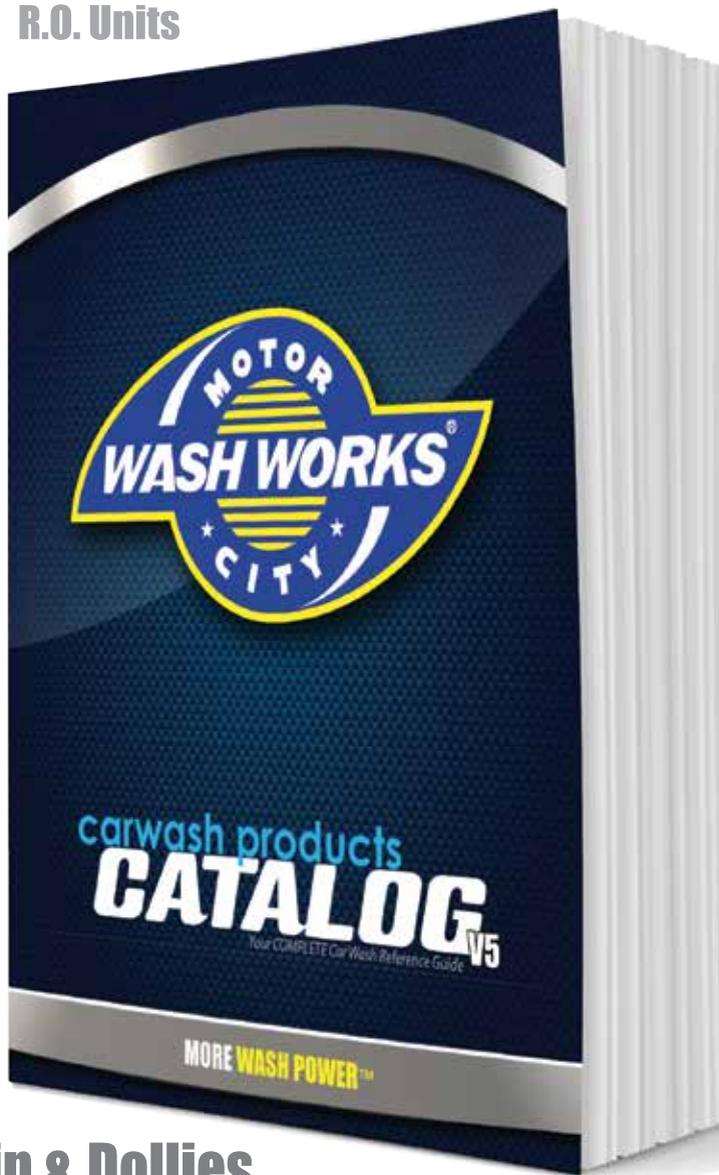
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## LETTER TO THE EDITOR

### Roller up, Fran Downey, Roller Up!

Dear Suzanne,

Until last night when I was settling in with my Northeast Carwasher and started reading your editorial did my suspicions of what you were about to say prove true. We lost Fran Downey.

Fran and I spent a lot of time on the phone together during the tumultuous transition from the Gus Trantham-era to the Smith Bucklin age (International Carwash Association management). I remember eating dinner with he and Brenda at their home with however many of their children who happened to be there that evening. It seemed like a big group. I remember when he and one of his sons became distributors for an in-bay automatic carwash manufacturer. I forget which one. What I do remember is his reference to a major competitor as being the one who made those "Weed Whackers." He always said that where he lived, there were more pine trees than people. And then your reference to his infamous line which if I heard once, I heard 1,000 times – "That guy is snifing glue."

To me, Fran Downey was larger than life. He was like the eternal flame. I'll bet that right now he has God cornered somewhere discussing the pros and cons of mitters vs. top brushes, and God is paying full attention. You know why? Because it's Fran Downey doing the talking. When Fran Downey said something, you listened and believed. Roller up, Fran Downey. Roller up.

Walt Tack, Jet Stream Car Wash, Fond du Lac & Oshkosh, WI  
wالتack@jetstreamclean.com



### Tweeting with Fred's Car Wash

Fred's Car Wash, in Southport and Norwalk, CT, @Fred's-CarWash, recently tweeted about summer road trips along Connecticut's historic Merritt Parkway. The Tweet led you to a guide about eateries along this picturesque limited access parkway in Fairfield County.

The Merritt is known for its scenic layout, its uniquely styled signage and the architecturally elaborate overpasses along the route. It is designed as a National Scenic Byway and is also listed in the National Register of Historic Places.

Kind of a neat way to connect with your customers and those who may be taking a trip to Connecticut. ■

## Powell Launches Industry Obituary Page

Wash Ideas' Perry Powell has done it again. He's come up with yet another great use of his industry website by creating a much needed Memorial Obituary Page to celebrate those who have gone before us. The "Ed Dahm" Memorial Obituary Page for the Car Wash Industry launched in late May. It's namesake, Ed Dahm co-founder of Mike's Car Washes in Fort Wayne, IN, passed away on December 22 at the age of 86. "The long-term view for WashIdeas.com is an emergence as a repository of carwashing history," said Powell. "History means recording as much of the what, who, where, why of how this industry evolved and continues to evolve. That means people."

Shortly after Powell took over WashIdeas.com from Ryan Carlson he did an interview with Ed Dahm. "He was so kind during the process and after that I really would have (paid) Ed to spend time with him hearing his take on the industry and life," recalls Powell. "He, unfortunately, passed away and became the first person I had interviewed to do so. This inspired me to add the "Ed Dahm Memorial Obituary Page" to this site."



Powell is soliciting obituaries from carwash friends and family. You can complete a submission form found on WashIdeas.com ■

## WASH VOLUME INDEX

We have taken the pulse of four East Coast operators to see where their volumes are compared to last year (YTD). Our Mid-Atlantic operator, Dave DuGoff, took the prize with an eight-point gain. On the losing end was Boston's Ron Bousquet with a 24-point loss. Our other two participants also reported losses. Let's face it, folks, we've gotten a ton of rain in most parts of the Northeast. What will this mean for the winter of 2018? As always, it's anyone's guess! Stay tuned.



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 for giving us a picture of volumes in their markets. ■

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DRB Systems, Green, OH, is proud to announce that it has been included in Northeast Ohio's Top 150 Workplaces, according to a company press release. *Cleveland's Plain Dealer* newspaper has teamed with Workplace Dynamics, an employee research and consulting firm, to determine the area's best workplaces based on employee surveys.

According to the survey, employees firmly agreed that DRB Systems is going in the right direction, that the company operates by strong values and ethics, and that they would highly recommend working at DRB Systems to others, according to the press release.

Founded in 1984, DRB Systems is a business solutions company that provides technology and marketing support to enhance the consumer's experience and operational efficiency of a carwash. ■

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

**MARK VII SIGNS NEW  
NY DISTRIBUTOR**

Mark VII Equipment Inc., Arvada, CO, the North America subsidiary of WashTec AG of Germany, the world's largest manufacturer of vehicle cleaning systems, has partnered with distributor Carwash Products Inc., according to a company press release. Founded in 2000, Carwash Products Inc. will sell and service Mark VII carwash systems in New York's Hudson Valley and surrounding areas. "We welcome Carwash Products to the Mark VII family," said Rob Raskell, Director of Distribution for Mark VII. "They have an excellent reputation for serving the needs of carwash operators in their market and we look forward to doing great things together," said Raskell.

Carwash Products' President, Todd Mills, agrees. "As both distributors and operators of carwashes, we know exactly what our customers need to be successful," said Mills. "Adding Mark VII to our portfolio gives our customers access to industry-leading technology, and our 'hands on' approach to managing our customer projects helps ensure their success." ■

For more information visit [carwashproducts.com](http://carwashproducts.com) or [markvii.net](http://markvii.net)

**KAREN OTT RETIRES  
FROM WASHWORLD**



Washworld, Inc., DePere, WI, would like to congratulate Karen Ott on her recent retirement, according to a company press release. Ott has worked for Washworld for the last 10 years with contributions not only to the marketing team, but the entire company as an integral part in propelling Washworld to its present position in the industry, the release stated. Ott was said to be instrumental in developing a marketing department at the company. According to Rick Andreas, vice president of sales and marketing, "I would like to personally congratulate Karen on her retirement from Washworld. We have all enjoyed working with you during your time here, and I consider you not only a valuable asset to our company, but an enjoyable presence in the office, as well." ■

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

**NATIONAL CARWASH SOLUTIONS  
NAMES BURT DIRECTOR OF CORPORATE ACCOUNTS SALES**



National Carwash Solutions, Grimes, IA, the leading full-service fluids and systems provider to the carwash industry, has appointed Keith Burt as Director of Corporate Account Sales, according to a company press release. Burt will focus on penetrating the North American multi-site carwash operators market.

"Keith possesses deep technical integration and operational expertise across all product platforms in all verticals," said Jim Belanger, vice president of sales. "We look forward to Keith sharing his expertise with fellow team members to help us shape our strategic initiatives and increase market share in the MacNeil and Ryko divisions."

Burt has more than 28 years of experience in all aspects of the carwashing industry including manufacturing assembly, regional distribution development and sales, national account sales, as a retail express exterior owner/operator, and most recently in managing a carwash distribution company. Throughout his career Burt has been instrumental in commissioning more than 400 washes across the carwash operator, c-store and automotive spaces, according to the release. ■

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

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# Hoffman Car Wash Robotic System Conforms to Each Vehicle in Tunnel

By Alan M. Petrillo

**H**offman Development owns 21 carwashes of every type – full service, express exterior, exterior only, flex serve, touch free and self service – along with 10 Jiffy Lube locations and a J.D. Byrider used car dealership, but it is the company's latest Hoffman Car Wash, at 2214 Ballston Ave. (Route 50) in Saratoga Springs, NY, an express exterior car wash, that's drawing the most attention. That's because the new carwash has three robots, a prepping robot and dual brushing robots, that use software written by the company's chief executive officer, to clean cars more efficiently than previously, conforming to each vehicle as it comes through the tunnel.

Tom Hoffman, Jr., Hoffman Development's CEO, said the Route 50 facility has a prepping robot at the entrance of the tunnel to prep the vehicle before it enters. "The prepping robot has two high-pressure spray arms that follow the car on the conveyor to prep the front, sides and back of the vehicle," Hoffman said. "They are hung from above and cross in front of the car. Using the prepping robot allows us to reduce our labor."

Once the vehicle is inside the 140-foot tunnel, he noted, two brushing robots are dedicated as a grill brush for the front and both sides of the ve-

hicle, and the other for both sides and the rear. "The first robot's brushes spin in the opposite direction of the wrap," Hoffman noted, "so they don't grab and bend front license plates. As the car advances on the conveyor, that robot moves forward with the vehicle 10 feet to scrub bugs off the front of the car, giving it triple the contact time on the vehicle compared to traditional wrap-arounds. The second robot cleans the sides and back end of the car, also moving 10 feet with the vehicle for dramatically improved cleaning."

While Hoffman wrote the software to control the robots, his director of

equipment development and integration, Shane Groff, did the mechanical design. "He's the brains behind mechanically making the robots work," Hoffman said. "We also create our own software and electrical control systems to make the whole package work."

Hoffman noted that the system uses variable frequency drives (VFD), sonar and proximity sensors, giving the computer system feedback and allowing the robots to feel their way around the car. "When the amps of the motor spinning the brush goes up, we can move the robot to have less impact on the car," he said, "or if there is too little touch, we move the robot in. We're able to conform to the characteristics of each car in the tunnel."

In addition to the robots at the Route 50 location, Hoffman also installed a new wheel blaster that's electrically driven instead of hydraulically driven. "We call it the Hoffman Wheel Blaster," Hoffman said, "and changed the design of the blaster to use one electric motor on each side instead of four hydraulically driven motors. It's a simpler, less costly design, and one that cleans very well."

*Continued on page 14...*



*Hoffman Car Wash's Tom Hoffman, Jr.*



*This site, just south of Saratoga Springs, NY, is the company's 21st location.*



*New commercial construction in New York State is required to capture its rain water.*



*New unlimited customers have the ability to join on the spot with a convenient signature capture program.*



*Camera equipment provides the attendant with an exact picture of what vehicles are in the cue, as well as added security.*



*The Free vacs are advertised within the tunnel.*

## Hoffman Car Wash Robotic System ... *continued from page 13.*

Free self-service vacuums are another feature of the new location with 14 available.

### Unlimited Innovations

Hoffman is a big devotee of unlimited carwashing, so when a customer pulls up to the carwash's entry kiosk, the auto teller offers the customer a chance to join the unlimited club. If the customer chooses 'yes,' the system shows the terms and conditions. The customer then can sign with a finger through a signature capture program, which is stored with their account information. It then prints a receipt at the entrance greeter, who places a RFID (radio frequency identification) sticker inside the windshield.

Each kiosk has a camera positioned at the gate, and when a transaction is tendered it takes a photo of the vehicle, which is displayed in the carwash's loading area. Hoffman said that a guide-on attendant recognizes the photo of the vehicle and touches a

*Continued on page 16 ...*



*The Express Exterior site opened this past spring and boasts a design that met the specs of the local planning board.*



*The 14 Vacutech vac stations sit on top of porous pavement that absorbs and captures water.*

*Hoffman had to create a wetland because an area of wetland was removed near the auto cashiers when building the site. This wetland was made adjacent to the retaining wall pictured and has been filled in with plantings to make it more attractive.*





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## Hoffman Car Wash Robotic System ... continued from page 14.



The AVW-dryer features 16, 10-hp blowers powered by two, 1million BTU heaters in the drying room that change the room from white LED lighting to red LED lighting while it's running.



The wraps are controlled by robotics owner Tom Hoffman, Jr. and Director of Development and Integration, Shane Groff, developed.



screen to send the car to the tunnel queue. The system allows us to increase production a little bit because the guide-on attendant can clearly see the vehicle that's coming next.

### Meeting State/Local Specs

Hoffman said that in New York State Storm Water Management required porous pavement in the free vacuum area. "Property developers are required to protect the waters of the State of New York from the adverse impacts of urban storm water runoff," he said. "Regular pavement is dense and tight, so water runs across the surface, but porous pavement allows water to go through the pavement and into the ground. Below the porous pavement is between three to four feet of crushed stone that serves as an underground retention area."

Hoffman said that the city of Saratoga required some additional steps in the "typical" approval process for the carwash. "The city has a design review committee that can recommend that the building has to look a certain way, or have a particular color, or a certain number of windows," Hoffman said. "We hired Phinney Design Group in Saratoga to help us design the building to match the typical architecture in Saratoga. That allowed us to get approved in one meeting of

the design committee, which worked out well, even though it took more than a year to get the regular approvals done. It also added between \$300,000 to \$500,000 in extra design requirement costs, but we are very happy with the way the project came out." ■

*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, A Case of Dom Perignon, all available at [www.amazon.com](http://www.amazon.com).*

**This is one of four washes that will be featured in the NRCC's "Virtual Tour" seminar on Monday, October 2, at 4pm at the Atlantic City Convention Center.**

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# HOLIDAY MARKETING 101



## Holiday Marketing – Go Big, Start Early and Get Busy!

By Sara Park

**A**ccording to an article by Bain & Company, retail sales grew 3.8 percent in 2016 over the previous year. Some retail industries even saw sales growth in the mid to high single digits. To be successful in 2017, here are some tips on how to go big, start early and get busy at your wash.

### Go Big

I know many owners argue about this subject each and every year – to decorate or not to decorate. The key is that no carwash owner needs to reproduce a Macy's window display. You do, however, want your customers to know that "Car Washes Make Great Gifts!" You cannot over communicate this message with your customers. If customers drive or stop by your location and see the same exterior and interior that they always do, they will not know that you are selling the best gift in town. To communicate that you are a holiday gift-buying destination, your location must scream, "We've got holiday gifts, drive in and buy them up today!"

And you don't have to break the bank when it comes to creating a festive environment. The main elements you should focus on are lights, colors of the season, props that tell a story, and signage that speaks about seasonal gifts. If you are only open during daylight hours, you can skip the lights, but if your location is open at night, get one of those laser projected lights that will fill your building with snowflakes or falling snow lights. Everyone loves a good light show and it attracts a lot of visual attention.

Next, follow that up with signage that clearly communicates you have gift items for sale. Banners, A-frame or Windmaster signage, feather flags or wind signs are

great too! Consider having your A-frame panels wrapped up like huge gift boxes that advertise your best gift on the side. Not many people expect to see a 3 ft x 4 ft tall gift box on the side of the road, but it will clearly communicate you are a gift buying destination.

Props that tell a story can be as simple and inexpensive as having your team wear Santa or elf hats. Perhaps they can wear blue and silver hats the week before Hanukkah. Large boxes that are wrapped up like gifts and tucked against the wall of the tunnel (water resistant wrapping, of course) might be a good option. Anything that is bright, colorful and tells the story that you are a place to purchase gifts will work.

And don't forget your signage! Make sure to highlight your holiday offers and if you offer a gift card holder for those gift cards feature that as well. These items are often reusable and can be taken down and packed away until next season. A little forethought and expense this year could last for many years to come. If your customers don't know they can buy car washes as gifts, you need to step up your decorating!

### Start Early, but Not Too Early!

I firmly believe that most retail companies start advertising holidays too far in advance. That's my personal belief as a consumer. My advice as a marketing consultant is to get out there and market your holiday gifts before another product steals your sales. Start on November 1, and don't stop until New Year's Eve (last minute gifts during the final week of December can really add up). Most consumers are working with a holiday budget. If you don't come out of the gate early, they may spend their budget before they

*Continued on page 20...*



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## Holiday Marketing ... continued from page 18.

ever know you have a great gift offer. Carwashes are often a great last-minute gift, but don't throw away the possibility of increasing your November and early December sales. You really have nothing to lose, but additional sales. If you aren't comfortable starting early, then consider sending out an exclusive 'sneak peek' email to your unlimited customers, or to your email subscribers, and offer them an early look at your holiday offers. Allow those loyal customers a chance to buy online first or a chance to buy a unique holiday item before anyone else can. Then roll out your holiday campaign to the public a week or two later. This will make your loyal customers feel special and appreciated.

### Get Busy

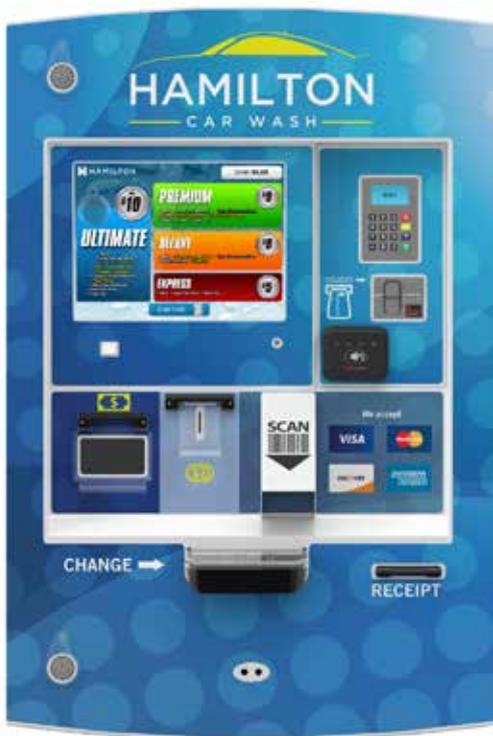
Increase your sales by offering unique packages or items that you don't sell any other time of the year. Offer these special holiday items November and December only. Customers like seeing exclusive offers and items. Make sure you give every customer a handout or a booklet that highlights all your holiday specials or exclusives. Here are some examples of what you may want to include:

- **Value items.** Offer a wash card with two to three washes for a common price point between \$20 and \$25. This item is great for an office gift or a teacher



gift. Advertise this item the most and then upsell customers when speaking to them about other potential gift items.

- **Big ticket items.** Don't shy away from having a \$100 package or a \$150 package. You won't sell a lot of these, but you will most likely sell enough to add a healthy increase to your bottom line sales. Think outside of the box and consider a three-month unlimited package, or perhaps a \$150 detail special. These items are for someone special such as a spouse or a parent. It's a great gift for someone who already has everything.



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- **Gift cards.** Gift cards are always a great gift. Many operators just have an open-ended gift card that allows the customer to dictate the amount they want added to the card. If you have a place to display gift cards, consider two important strategies. The first strategy is to offer different looking cards. Just stand in line at Target, Starbucks or Wal-Mart and you will realize that people will buy a card just for the design or the cute picture.

Next, consider offering a \$25, \$50 and \$100 card. Make sure these amounts are clearly illustrated on the face of the card. This is a way of up-selling your customer. Even when you offer the 'any amount' card, a predetermined amount will often be what the customer reaches for. It's suggestive selling and all you have to do is display the card to make this successful.

On average, 35 percent of shoppers who make in-store purchases research those purchases online before making the purchase in a brick and mortar store. This means that it is critical that your website highlights the holiday specials and gift ideas you are offering for the season. Online sales are important – E-commerce or online sales are growing by leaps and bounds. Every year your customer base is changing and more and more of your customers grew up in the digital world and expect and use mobile technology. Mobile retail sales are starting to outperform individual store sales in many markets. If you aren't ready for this in 2017, then start working on your 2018 digital sales platform today. Your site should be mobile friendly, include a 'print gift now' or 'email-able gift' option and also consider offering in store pick-ups if the logistics are going to be customer friendly. ■

*Sara Park is the CCO and Co-Founder of National Car Wash Marketing in Illion, NY. You can reach Sara at NationalCarWash-Marketing.com or Sara@nationalcarwash-marketing.com*

**IF YOU'VE GOT A MARKETING QUESTION OR WANT TO SEE A SPECIFIC MARKETING TOPIC COVERED IN OUR NEXT ISSUE, EMAIL SARA WITH YOUR QUESTIONS OR SUGGESTIONS: SARA@NATIONALCARWASHMARKETING.COM**

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# Add Revenue Streams that Produce Customer Loyalty, Credibility and Profits

By Tom Palancia

Generations of people have been brought up washing and routinely waxing their vehicles. It was a rite of passage that I hear about almost daily in my travels. It comes with the territory of wearing a Simoniz shirt. Today, much has changed. I would be surprised if one in five Millennials know how to wax their car or change their oil. The truth is, even if they did, they wouldn't have the time to do it. Life is just a little quicker and patience is at an all-time historic low. People haven't changed, but maybe their priorities when it comes to time management have. This is why automatic carwashes and detail shops are now a staple in almost every town. The question is, are these businesses offering the services that customers want?

All auto appearance business owners are looking for ways to add revenue to their business. The carwash industry is not alone in this pursuit. Car dealers, detail shops, mobile operators and even body shops are trying to find new ways to get that add-on service onto a repair order or bill. The entire industry is competing for the chance to be the customer's "trusted and preferred auto appearance expert."

By offering detail and advanced protection services,

your business can stand out. In year's past, carwash operators have viewed detailing as too time consuming without enough return on the investment after hiring, training and managing additional labor. This, actually, is not the case if managed properly.

A well-run detail operation can pay for the labor, utilities, products and tools. The technological advancement both in detail products, but also tools, have removed both time and worry. A reputable training facility can teach any operator how to not only perform and sell detail services, but also how to further educate new employees and even customers. In addition, professional training facilities offer credibility and tangible proof of completion such as IDA (International Detailing Association) certification. Training allows you to show the consumer that your employees have the highest levels of certification. By learning the proper processes, detail services such as headlight restoration, windshield treatments, claying, polishing, waxing, shampooing leather and vinyl conditioning can be done while the customer waits. Also, be sure to partner with the correct supplier to ensure that the products work well in your climate for your purposes.

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## Adding Coatings

Even now there is a more tangible service to offer. This product/service is accompanied by a warranty. Maybe I should back up. At this point, everyone in the auto appearance industry has heard of coatings and their rise in popularity over the past few years. Coatings are the next level of protection from paint sealants, which are slightly more durable than standard wax. Typically, coatings have been a specialty item. They entered the new car dealer world around 2007 allowing dealers to offer protection on manufacture paint for an extended period of time. Some coatings on the market take many hours to apply and have no real warranty. In fact, there are a few that have clauses written into their warranty that it is nullified once the customer enters an automatic carwash. Still, coating applications are big dollar ticket items. Over the past couple of years, coatings have been launched into the professional carwash and detail markets.

When deciding which coating to promote and offer, consider the chemistry, the warranty, the vendor, the application and the cost. When choosing the correct chemistry, make sure that it protects as advertised. You want to make sure it is not "snake oil" as your customers will be the first to see failure and feel cheated. Be sure to ask for proof of testing (preferably from independent laboratories). When considering the product warranty, make sure that it is valid and covers "real" hazards. Make sure that the warranty is not nullified for basic maintenance activities such as washing the vehicle. I have actually seen this

as a stipulation. Make sure that the warranty is backed by an insurance company. This will cover your business if the vendor decides to go out of business rather than paying claims. The vendor whom you choose should be trustworthy and have a name that your customer base recognizes as high quality.

Many of the coatings on the market take many hours and many applications to complete. Others are as easy as applying wax. You should consider the value of time and space within your detail bays when determining what you need to charge and what business is lost due to such timely applications. Finally, when choosing the coating that fits your business, consider the cost. What investment is needed to offer such services and further, what price point is needed to turn a profit. Is the clientele willing to pay upwards of \$1,000 or more like \$500? If you reach the happy number that benefits all parties, and the product is worthy, you can expect significant additional revenue.

There are many reasons why consumers opt for additional appearance services. Your business should be the one they trust to have the latest technology and knowledge to tackle any of their appearance needs. ■

*Thomas Palancia is the Detail Operations Manager / International Sales Manager for Simoniz USA in Bolton, CT. He is responsible for research and development of detail and retail product lines, international sales and support, The Simoniz Detail Division, all detail training and trainers, and The Simoniz Garage. He is also on the Board of Directors for the International Detailing Association. You can reach him at [tpalancia@simoniz.com](mailto:tpalancia@simoniz.com)*



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## 2017 NRCC Adds Innovation

**T**he 28th Northeast Regional Carwash Convention (NRCC), October 2-4, at the Atlantic City Convention Center (ACCC) is only days away and slated to be another innovative and educational show, according to Co-Chairman Mike Benmoschè of the host Connecticut Carwash Association. “Every year we try to do a little better than the previous year,” said Benmoschè. “We are always pushing the envelope and thinking out of the box. This year, we have put some additional effort into our show floor and education and we think you’re going to like what you see.”

Benmoschè, who is Co-Chairman with Bob Rossini, is referring to some tweaks in the show floor layout to better facilitate flow, and an exciting “Virtual” Carwash Tour to be hosted by Hoffman Car Wash’s Tom Hoffman, Jr. as well as a series of “Inside Looks” hosted by exhibitors on the show floor. “We have done a little reconfiguring to the show floor to better facilitate flow and we will continue to do more with our 2018 show,” he said.

### A “Virtual” Wash Tour

The “Virtual” Wash Tour is a first for the show. “We have added a seminar to the first day of the show that will be showcasing several state-of-the-art washes. You’ll be able to see the innovations at each wash and hear what Tom and other industry experts have to say about them. During this seminar representatives from each wash will also be on hand to answer questions and further explain their wash process. “It will be like we are there and able to react to

what we see,” said Benmoschè. “I am very excited about it.”

The washes included in this “Virtual” tour are Hoffman’s newest wash in Ballston Spa, NY, Chris Vernon’s Valet Auto Wash in Lawrenceville, NJ, Sparkle Car Washes in Easton and Stroudsburg, PA, and Foam & Wash in Wappingers Falls, NY.

This educational program runs on Monday afternoon, October 2 at 4pm.

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## Keynoter to Talk Millennials

Ever wonder just how to attract, retain and appreciate today's Millennial workers? Denise Ryan of FireStar Speaking in Raleigh, NC, will set us all straight. Ryan, who has spoken to carwash operators in the Southeast, will do her Keynote on "Managing Millennials: Can't Live with 'Em, Can't Succeed Without Them." She will address the task of rewarding, inspiring and challenging today's Millennials. Her program is designed to help leaders manage a workforce with what seems like vastly different needs and expectations. Attendees will walk away knowing how to motivate and effectively manage their younger employees. Ryan's Keynote is slated for Tuesday, October 3.

## Vendor Inside Looks

When the show floor opens on Tuesday, in addition to more than 300 exhibits, you'll be able to participate in a new feature called "Inside Looks." These 30-minute educational programs will be put on by vendors in an intimate "theatre" setting at the back of the show floor. Vendors have been given carte blanche to educate and motivate attendees. "This feature is a great vehicle for our vendors to further promote their businesses and educate our attendees," said Benmoschè. "It's been done at other shows and has been very well received. Let us know what you think."

The following companies will be participating in the new feature: ICS, Micrologic, Coast Commercial Credit, Dosatron, WashCard Systems, Car Wash Insurance Program by McNeil, Blendco and Mr. Foamer. To see the time schedule visit [nrccshow.com](http://nrccshow.com).

The third day of the event, Wednesday, October 4, will see one seminar instead of two and the show starting one hour earlier to better accommodate day-trippers who can only make one day of the event. This program will be a round table discussion on various topics including profitable express detailing, social media marketing, self-service innovations, securing your financial security, cyber security, the

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# 10 Things NOT to do to Your Millennials!

By JoAnna Brandi

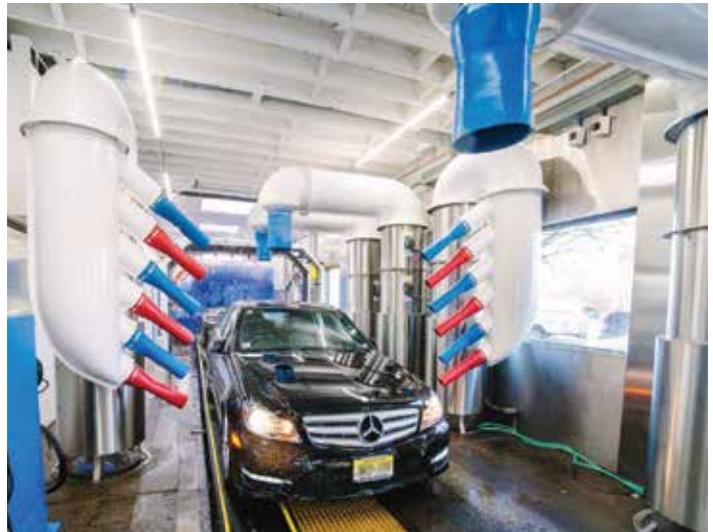
While usually you won't see me speak in "don'ts" rather than "do's," today I'm breaking my own rules to share this list of 10 things you DON'T want to do to your staff – especially if they happen to be Millennials!

- **Don't point out their weaknesses.** It's not your job to "fix" your employees. Look for their strengths and give them the opportunity to do what they do best. Look for what's good about what they do and encourage them to do more of it.
- **Don't breathe down their necks and micromanage.** Draw them all into a conversation about how – together – you can create such a great experience for the customers you do have that they'll want to come back and bring friends.
- **Don't turn into an old era authoritarian "my way or the highway" type.** If you alienate them, you'll cut yourself off from the genius in them. Invite them to help find solutions.
- **Don't keep your expectations a secret.** Millennials need to know what they are and if they have changed. This is a complaint I hear often. Keep people on the same page with what you expect.

- **Don't be what you're not.** Authenticity will get you a lot further. If you are challenged with how to engage them, ask them what would help. Be yourself – even more so – be vulnerable.
- **Don't clam up because you're scared.** During times of change it's critical to communicate and communicate often and honestly. When you allow yourself to go to fear, you shut down important parts of your brain – and theirs. (If you need help with this get a good, positive leadership coach.)
- **Don't use blame and judgment.** In your open and honest communication use facts and feelings. Blame and judgment depress performance and cause fear.
- **Don't add to their stress with drama.** Everybody gets how important this is. Find something positive to focus on and head in that direction.
- **Don't forget this!** What you will get from practicing positive leadership is more loyal paying customers. Make sure your focus is on what you can do to make your

*Continued on page 30 ...*

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# Is Your Carwash Sign Still Relevant?

By Perry Powell

U.S. antique stores are full of the history of corporate branding and signs. Many people collect these signs and the market for vintage signs is thriving. This may point to a desire to return to a simpler life and has become so popular that a man cave just in's a man cave without at least one.

For a minute, let's ask why these signs are in existence. They are in existence primarily because technology and branding evolution are part of a long-lasting corporate culture. As companies see changes in style and design, they seek to update their image to reach the new buyers entering the marketplace. This shows that corporations adapt to changing times, reaching new consumers and increasing market share.

In the 1950's, space travel became a national obsession and objective. Movies and advertising began to show space-related ideas in their advertising as Hollywood filled the minds of moviegoers with images of alien encounters as a result, in B movies. Yet, this had a direct impact on the political and cultural embracing of space travel in the 1960's, and, resulted in man reaching the moon before the 1970's. Corporations that aided in reaching that objective traded on their participation in the new rocket travel program by gladly pro-

claiming they were part of the events.

Products long gone like Tang and Space Food Sticks, fired the imaginations of children with the idea that they could eat and drink the same food as the astronauts! Great marketing!

As times have changed so have the street sign, logos and message of long-lasting corporations. Michelin changes a sleepy child holding a candle to the Michelin man and his dog. McDonald's developed a cast of characters to appeal to children, as children became the primary reason couples came to the restaurant.

We in the carwash industry must also consider the changes in culture and update our signs and branding. Failure to adapt to the new generation of buyers shows our failure to relate to the new consumer entering the market.

Today's Millennials are Xbox, iPhone and technology infused. Failing to reach this bridge market will leave you left behind by the time iKids enter the marketplace.

So, how does one remain relevant to this fast-paced evolution of culture?

*Continued on page 30 ...*



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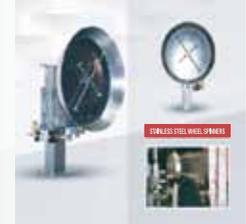
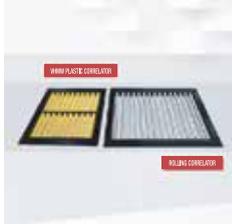


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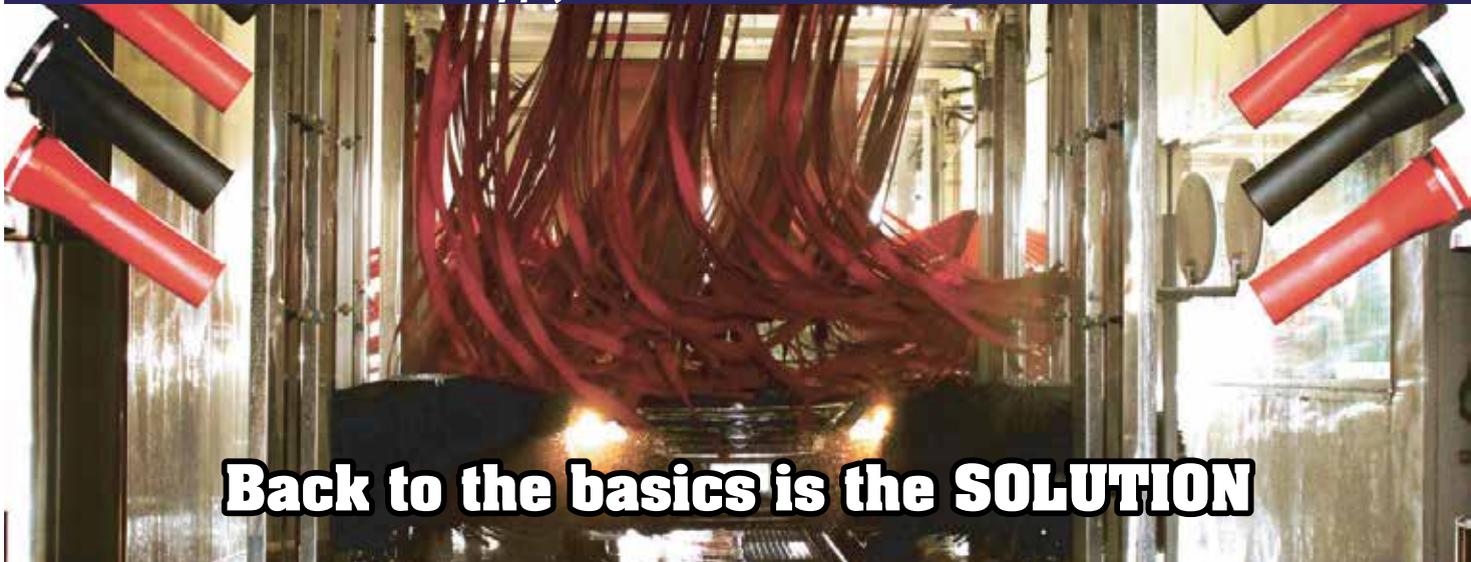


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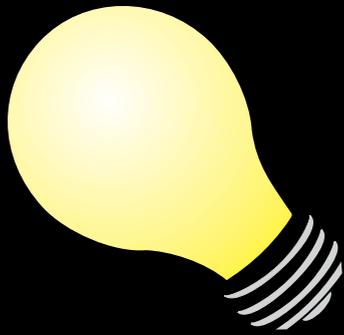
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## Talk Internet for Car Washers

### A Sign of the Times ... continued from page 28.

• Reevaluate how your carwash and its branding are matching pop culture. Does your image tie into the technology being used today? If the answer is "No," then you had better get busy!

• Does your business use Facebook, Apps and websites? The operative here being the word "use." It's important to not just "have" these things but having a well-designed approach to penetrate that part of the market and keeping consumers engaged with the business.

• Does your signage reflect what appeals to the new marketplace? One great way to bring technology to the business image is new and updated electronic messaging and menus. Auto cashiers have been advancing the cause of technology and customer interaction at the wash for years, and so can a message center on the sign.

Not everyone can have such a sign for regulatory reasons, but the stationary sign design can be updated to a modern and more trending marketing tool.

Most of our young patrons may not even know who the Jetsons were, but they may well live to see the real version of that lifestyle before their lives are over. Just like us, they may, as they get older, be searching antique stores online and find a cool, old carwash signs to hang in their man cave! ■

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



Perry Powell

**\*This column appeared several years ago, and Perry feels it is "relevant" today as well!**

### JoAnna's Gems ... continued from page 26.

Millennials happy and more engaged with the company.

• **Don't forget to be grateful.** Be grateful for what you do have. Show appreciation for all your Millennials do. Okay – you might notice I slipped in the "Do's" into my list anyway. I'd be remiss if I didn't. You know that! ■

*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

**\*Learn more about managing Millennials at this year's NRCC Keynote from Denise Ryan on Tuesday, October 3!**



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SURFLINE



*Dear Venus and Mars,*

*How Do You Find Great Help?*



Heather Ashley

### Venus Says

Is that possible? Ha Ha!

I am really active in our Chamber of Commerce and I learned something new lately that I found almost appalling. Today's employee will only be with a job two to five years before moving on. I am pretty sure that is not true for

the older employees, but I did recently ask a couple of folks about this statistic to see if it were true.

The young first year teacher who was choosing to leave totally agreed and said she had no plans to stay in a place for longer than a few years. She was all about changing her social opportunities and looking to work for a system where money was not an issue. It is important that you know her response was biased both because the system gave no raises at all this year, and that she is "single" and still looking. She was all about relocating and quickly. Ten months proved too much for her.

The second person I asked was almost 40, married with kids and working in healthcare. She quickly exclaimed that all of her jobs had been less than five years except the waitress job she had always fallen back on in her younger years. She had never moved her family and instead chose to add a long drive for the sake of a new experience. I have known this person for about eight years and she has had at least two jobs, so the stats prove to be correct.

None of us ever thought our employees would make a career of washing cars, at least in our case. This is typically a temporary situation for them and that is

*Continued on next page ...*

### Mars Says

This is a very good question and one in which I'm still searching for the right answer. For a couple of decades now I've been trying to clone myself to form a carwash crew that would do things exactly the way I want them done. Unfortunately, that is still a work in progress.

In recent years it has become increasingly difficult, and more costly, to adequately staff my business. Our focus has been more on automating and minimizing labor than finding new labor. We've gone from primarily full-service operations to flex-serve with a focus on express.

With that being said, we do still need employees, of course. It has always been our policy that when we need to fill a position we go to our existing staff first to see if they know of anyone in need of work. More often than not we are able to fill a position this way. But of course that doesn't always work so we may have to take a different route. Back in the day, we would put an ad in a local paper or a help wanted sign up. Today, things are a little different. Online sites and social media are the most effective way to get in touch with people looking for work. Typically, when I put an ad out on a site like Craigslist the response is pretty good. You, of course, have to weed out the ones who don't meet the needs of the specific job description. I always ask the applicant to come down in person for a formal interview.

Social media is another way to get in touch with the public. I use my Facebook page to post help wanted ads. Most of the people on my page are local and are familiar with the business.

*Continued on next page ...*



Paul Vallario

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

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

## Venus ... continued

what proves to be difficult on both ends. Eventually, we need to have a manager who has been with us for a while or even an employee who wants to one day own a wash.

In thinking about how to get good help, I ask myself, "So, what would attract me to work at a car-wash?" Quick money, maybe some tips, exercise as in not just a desk job, and of course I would like to be in charge of other people in the future. Doesn't everyone want to feel superior in most cases? And I want the opportunity to earn more money or items that I need.

If I was in college and knew there was a tricked out laptop or smart TV giveaway at the end of the summer season, I would want to work for you.

Technology and social media might keep me there longer than I expect. Contests and motivational meetings like we had on college campuses might also help. A weekend at your cabin might be a giveaway for those who signed up the most wash cards that month. A drawing for the latest tech gadget (ask the young ones on your team) for the employee who has received the most compliment cards. After all, competition can motivate even those with no built-in drive.

It seems like with the younger employees, you have to keep them entertained and offer variety. I imagine they may respond best if the wash had fun features such as music always playing in the background. I am sure they would really enjoy being trained on the music system. Actually, you should show them and then ask for their opinion on how to bring it up to date!

Assigning a fun part of the wash such as the Facebook account or that Twitter account thing you don't understand would seem interesting to a teen or 20-something.

Some say a good working business environment always has people coming to them asking for work. If you don't have that, stop and ask yourself why. Maybe there is nothing

fun going on. Grab a whiteboard, a marker and let employees write up some perks or things they would like to earn.

Also, having a place where they feel needed, wanted and respected helps too. In summary, I have found that every one of us is just a big kid. We are all motivated by different things, listen to what they are. Word of mouth from satisfied, happy and current or past employees is where you get employees who will stay and do a great job. Now go and play with your employees and be happy even if you have to fake it for a while! ■

## Mars ... continued

Sponsoring a post is another good way to get the word out locally. You can pay a few bucks and your post will show up on thousands of people's news feeds in certain zip codes or a desired distance from you business.

All in all, there is no sure way to get "great help." Training is key and I've seen potentially good employees fail at their job due to a lack of adequate training. But you can turn good employees into great ones with the proper training and motivation. If you train your staff the way you want the job to get done there is no reason they shouldn't perform. ■

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**CAR WASH WORLD**

# What's in Your Towel Tool Box?

By Valerie Sweeney

A well-deserved summer has come and gone, and everyone is gearing up for the fall and winter. Now is a good time to check that towel "tool box" of yours and make sure you have the essentials you need to get you through the fall/winter washing season. What's in a towel "tool box?" It could be a combination of various towels, or the same type of towel in different sizes, styles or colors for various tasks. Consider having the following towels as part of your towel tool box.

## Terry Towels

Terry towels still remain the number one seller of all carwash towels. While some washes will use a larger towel, most carwashes use one that is approximately a hand towel size, 16" x 27". These towels are normally classified by their weight per dozen. Lighter weight styles are usually 2.5-3 pounds per dozen. Heavier weight towels are usually 3.5-4.5 pounds per dozen.

There are benefits to having towels of different thickness at the wash. Thinner towels are good if you are using them in tight spots, like on a window or interiors. Thicker towels are

better when you are drying the body since they can absorb more water. If you use a thinner towel for one application, and a thicker towel for another, consider color-coding so your employees know which one to use.

## Microfiber

Microfiber is by far the most versatile of all carwash towels. Various sizes of Microfiber towels are available, so using the right size for your application is important. Consider having a smaller 14" x 14" or 16" x 16" Microfiber on hand for windows and interiors. Larger hand towel size Microfiber, like 16" x 24" or 16" x 27", is better for drying the body of the car and is excellent for wax removal.

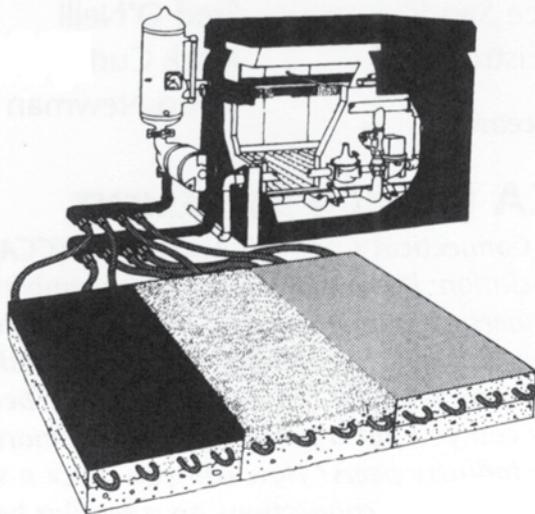
## Hucks

Huck/surgical towels still play an important role in the carwash industry. Many operators still use them on the windows. Why would you still want to keep Huck towels around when you use Microfiber on the windows? If you live in a

*Continued on page 36 ...*



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Better	1250	\$7,00
Best	3991	\$9,00
Supreme	2487	\$12,00

**Ticket Avg: \$8,50**

Feb 2017

Your Wash

MONTHLY SUMMARY

Package	Count	Price
Good	2436	\$5,00
Better	1131	\$7,00
Best	4196	\$11,00
w Rust-Oleum Clearcoat		
Supreme	2529	\$14,00
w Rust-Oleum Carnauba Wax		

**Ticket Avg: \$9,88**

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## Towel Tips ... continued from page 34.

colder climate, Microfiber might give you some trouble on the coldest, iciest days. They work really well, but sometimes the moisture will freeze in the fibers of the towel if it is extremely cold. Cotton towels do not seem to become affected to the same degree.

### Rags

Whether you recycle your old body towels into cut-up rags, or if you purchase them, having a box of rags around will help prevent having any good towels ruined. Rags can be used on the dirtiest parts of the vehicle, including cleaning wheel wells and door jambs. Rags also come in handy for any maintenance issues that may arise, or even for cleaning your common areas.

Many carwashes already have a good towel system in place. You should always use whatever towels work best for your wash. If you run into certain situations where your regular towels don't exactly fit the job, consider keeping some back-up towels in that "tool box" of yours.

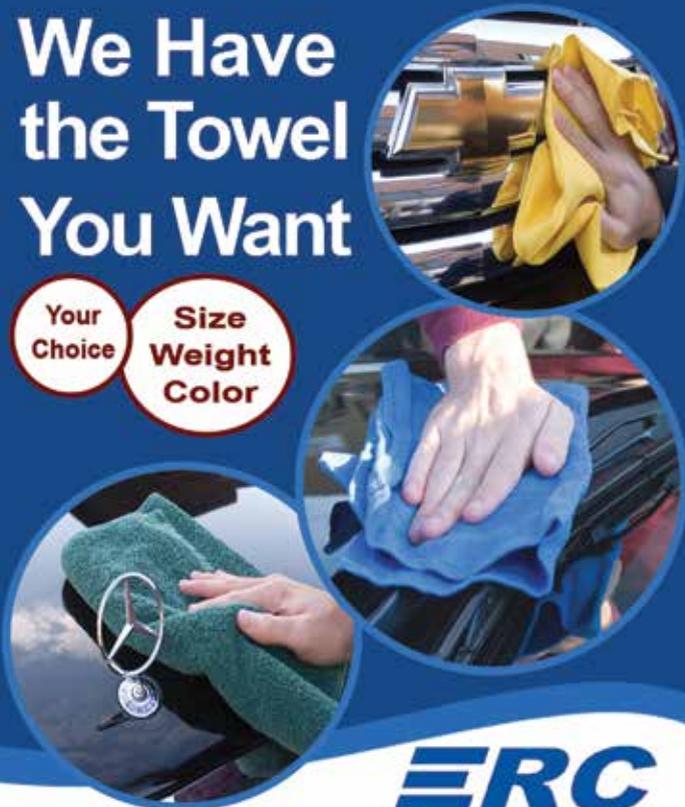


Valerie Sweeney

*Valerie Sweeney is a towel consultant with ERC Wiping Products. You can reach her at 800/225-9473 or [erc@ercwipe.com](mailto:erc@ercwipe.com)*

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# The Ant and The Grasshopper

By Doug Rieck

That is the name of the fable that most of us as children read. It was written by Aesop. History says that his fables originated in Greece around 624 BC, (how can they date a fable so exactly?) but their relevance is still present. I like this story for two reasons. The first is that I live and work in a summer resort area. While all the summer visitors, read grasshoppers, are enjoying and playing, I and other local businesses, read ants, have to work because the winter is coming. Now I'll admit that as a carwasher my primary season is still winter and spring, but because my winter population counts are way below most carwashers, and most are tightfisted Seniors, I never experience the spring and winter extreme peaks that other operators get. As a result, summer when the population increases from 4,000 to 250,000 on Long Beach Island (LBI), it is helpful. Plus, the summer guests spend more per car than my year-round customers. As a side comment, one of my friends was telling me last week that I should use my boat more because it is summer. When I see him again, I'll remind him of the fable.

The second reason I like this fable is like any carwasher, I am subject to seasonal volume peaks. By the time December rolls around, carwashes had better have their locations in order and be ready to wash cars. New equipment should be installed, changes made, and staffing and training underway. The reality of carwashing is that there are perhaps only 10 to 20 really big days when you have all the cars you want to wash, with no let up. This point is forgotten by all of us every year, myself included. If your wash is down for maintenance, it's horrible. If you have equipment issues that slow you down it's still horrible and if everything is not working as it should be working, you may never get back some of those customers who tried you and did not like you. Tied back brushes and weak quality may wash cars to get you through the day, but they are not recipes for long-term business success.

## NRCC Around the Corner!

Coming up October 2-4 is the Northeast Regional Carwash Convention (NRCC) in Atlantic City. This gives us Northeast folks a second and the last chance before the wash season starts to make that purchasing decision. It also affords us the opportunity to look and dream. But don't let your decisions take too long because your equipment still has to be built, shipped and installed by an overworked distributor who usually has other clients waiting, and demanding his time! The last two years in a row I have had new equipment installed in January. It may be beneficial in the long run, but not by choice.

The NRCC is always the most fun of the shows for me. I admit I am biased being on the board and helping to pull

it off every year. But honestly, we can drive to it, we get to stay at the Borgata, and the Atlantic City Convention Center is new and nice, and of course the show itself has grown into the premier regional trade show in the country. One of the great points is that we are staying at the same hotel, and get to run into friends while going to dinner and hitting the bars. The Borgata remains unique and nicely upscale and is the standard for Atlantic City. The shuttle to the convention hall was easy and fast, since the two are so close. As close to carwash expo perfection as we can get, in my opinion.

Living in the Atlantic City area I can tell you that Atlantic City is rebounding gracefully. There is a lot to see and do and more coming. One of my favorite places is the new Bass Pro Shop right off the Expressway, in close proximity to the convention center. I had never been in a Bass Pro until this one opened and I am still amazed.

The big news is that construction/demolition has started on the old Taj Mahal which is being completely redone by its new owners the Hard Rock. They have started removing the minarets and old outside theming in preparation for a reopen date of Memorial Day 2018. There has been talk of some of the other closed casino hotel's reopening as well. I expect, though, that they will wait on the Hard Rock to lead the way.

The past few years has seen improvements to the Boardwalk as well. Is it Las Vegas? Does it have to be? No. Atlantic City is finding its way back and its own style again. It's a great regional summer destination resort with plenty of gambling.

If you need information on registering or exhibiting contact the NRCC office at 800/868-8590 or visit nrccshow.com. It's three days of great education and a packed show floor with more than 300 exhibitors! Don't miss it!

## Winter Predictions?

I had been hoping by browsing favored weather websites to get some handle on the coming winter weather. Anyone with a reasonable track record is still on the fence. I guess I might be jumping the gun a bit. The consensus is that the much hyped and awaited El Niño is not happening. Most hurricane forecasters have been busy revising this year's hurricane counts dramatically up as a result. If that continues, as forecasted, it should mean a more normal and colder winter. But honestly, my personal concern as always is hurricanes.

## Your Customer is King!

Times are changing. As a long time self-service carwash operator, I have always believed in the power of customer

*Continued on page 40 ...*

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refunds to maintain and expand your customer base. Just being nice is really important. As a result of social media, Google reviews and Yelp it has become essential to make the customer king or queen! When I stop to think of what I do in my own shopping on Amazon, it becomes personal. If an item has many bad reviews, I just move on and don't buy it. One or two or three bad reviews in context may be fine. Granted, all five-star reviews do not make the right product, but a bunch of bad reviews indicates a problem.

My primary location is a flex-serve express with self-serve bays and a Laundromat. These models work easily during the day. A manager is on site seven days a week during wash hours. But the two remote self serves have become a problem in the past few years. In the first place, they are unattended. I do have a lot man at each, who are usually there early, especially in the summer. One of them is really good with customers, but again he is not there all day. What both do helps, but it is not enough.

I think the greater issue is today's desire for immediate gratification. Customers, perhaps rightly, expect to call a 24-hour 800 phone number and get someone to talk to. Ten years ago, when I was full service, at least I had a cashier answering the phone daily 9 to 5. Those days are long gone. Yes,

I still have a phone, which is answered by a guide-on attendant between cars or perhaps the manager or myself. That is not really what the customer wants, or what I need. It is a lot better to find out today about a problem in a self-serve bay. I see no letup in the quest for labor saving and cost efficiency in retail, and I see a greater need for the personal touch. Two conflicting goals.

This leaves me with the old fashioned, customer complaint box with perhaps a five- to 20-day cycle before the customer sees his refund. Not exactly conducive to five star reviews. As always, it seems like the answer is a middle road. Relying on the complaint box, but improving the signage a lot to explain the process. The other part is making sure that all customers at all locations call the primary phone. Signage and thought and action.

This brings me back around to the fact that all car-washes must have a coordinated program that includes a strong website and social media presence (at least Facebook), Google and Yelp reviews, and even the lowly complaint box. We need to stay in touch with our customers wherever they are. Today, that is electronic. I am starting to believe this is far more important than any print advertising you can ever do.

*Continued on page 42 ...*

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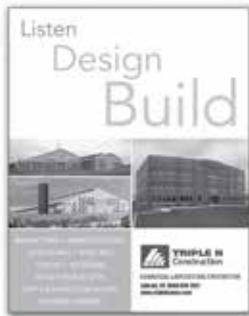
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## Doug's Perspective ... continued from page 40.

### Hire the High Schoolers!

In my Jersey Shore microcosm the past few months have been interesting on the employee/labor front. Not just at my locations but "help wanted" signs have become a Jersey Shore banner. I still have some valuable long-time employees, but less skilled employees have become a nightmare because of the quality and quantity available. As a result, for the first time in 10 years, I hired high schoolers. I have been surprised and pleased. Granted, the first hire was the son of one of my kid's teachers but in changing the demographics of my hires I see some relief. Of course a host of scheduling issues and other factors arise post Labor Day, but at least I have a better quality of hire.

See you at the NRCC!



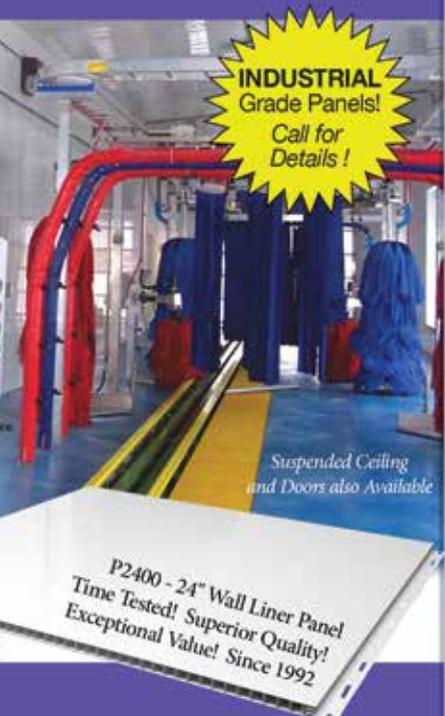
Doug Rieck

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

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**PRESIDENT'S COLUMN**

*I hope you have been making the most of the summer months! The Carwash Association of Pennsylvania (CAP) kicked off the new season with our Annual Dinner and Table Top Show which we held on June 8 at the Hollywood Casino in Grantville. We filled the room with vendors and operators from across the state who enjoyed an evening of industry education and business building. Harry Campbell, Executive Director of the Chesapeake Bay Foundation, joined us as our Keynote Speaker. He gave a fascinating presentation on how we share a lot of the same goals as it relates to clean water initiatives. I speak for all attendees when I say we took home a valuable education that night!*

*CAP is already gearing up for its 2017 Golf Outing. Please mark your calendars for Thursday, October 12, and plan to join us at the Cumberland Golf Club in Carlisle. This is a four-person scramble, best-ball format and really an all-around fun day of networking, no matter the level of your golf skills. We encourage vendors to invite three operators to join their foursome as a way to grow these relationships. I hope to see you there this year! For more information email [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org)*

*If you are not currently a CAP member, I'd like to extend a special opportunity to become one today. If you register for a 2018 membership, you will also receive the rest of 2017 free of charge. That means you get to experience all of CAP's member benefits immediately!*

*Speaking of CAP member benefits, we are excited to be continually adding to this list. As a CAP member, you can now list classified ads on our website and in our newsletters to help you easily buy and sell equipment. Our network of industry experts is also there to offer advice, troubleshoot issues and overcome challenges; plus much more! Visit us at [www.pacarwash.org](http://www.pacarwash.org)*

*In closing, I wish to thank every member of the CAP community. These friendships are what make working in this industry so rewarding. Thank you for supporting this organization not only with your membership, but with the skills and experience you bring to the table. More than ever before, I feel that CAP is well equipped to serve its members with resources and recommendations to support our businesses. You all make it possible!*



*Keith Lutz, President  
Carwash Association of Pennsylvania*

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**Ph: 717/648-0159 • F: 717/502-1909**

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

Name \_\_\_\_\_

Co. Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

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**Member Category (please circle one)**

- \$195 Single location operator
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- A way to reach out to your military community to say thank you

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*Car count is based on historical average of reporting washes*

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### THURSDAY, OCTOBER 12<sup>TH</sup>



## REGISTRATION

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

### TEAM SPONSORSHIP

Team Sponsor Name \_\_\_\_\_

Golfer Name \_\_\_\_\_ \$ \_\_\_\_\_

**PICNIC ONLY: \$15**      **NAME(S):** \_\_\_\_\_

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### SPONSORSHIPS

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

Silver Sponsor - \$500  
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Hole Sponsor - \$250  
Includes one player, tee sign & appropriate recognition in event materials \$ \_\_\_\_\_

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

### Highlights

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



Please complete registration form, include your address & return with payment by September 30<sup>th</sup>, to CAP, 798 Cottage Brook Lane, Mechanicsburg PA 17055. Make all checks payable to Carwash Association of PA.

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## PRESIDENT'S COLUMN

*Another summer season in the books. I hope everyone had a nice summer vacation! And now you're ready to jump into washing cars!*

*Now is the time to prepare and get your tunnels and bays in shipshape order. Make sure your equipment rooms are stocked and ready for high-volume washing. It's best to be prepared!*

*A great place to get new ideas and supplies is at the Northeast Regional Carwash Convention (NRCC), October 2-4, at the Atlantic City Convention Center. This event is a great place in which to learn, get ideas on how to better run and operate your facility and it's the perfect setting in which to make new friends and catch up with old ones. I truly hope all Connecticut operators will attend this year as the CCA is the host association. To learn more and to register visit [nrccshow.com](http://nrccshow.com) or call 800/868-8590.*

*As you have all seen, the state's deficit continues to grow. But the CCA Legislative Committee has not let that deter our efforts to win the repeal of the unfair tax on our operators. We have continued to lobby at the Capitol and we've continued to pound home the unfairness of this tax and our inability to collect it. We will not stop fighting for every operator in this state. Continue to visit our website, [wewashctcars.com](http://wewashctcars.com), for updates. If you want to get involved, call or email me. There is strength in numbers and together we can accomplish great things – it just might take a little time!*

*The one good thing that has come out of the last half of the year has been record rain. We are officially out of the drought, but on the other hand the rains have stopped many from getting their cars washed. We need to continue to advertise and market our services and encourage those who have gotten out of the habit to come back and frequent our washes.*

*Sure, the state of Connecticut is a mess and we've gotten too much rain and it has hurt our volumes, but we have the opportunity at this year's NRCC to learn, grow and improve our bottom lines. Take advantage of a great opportunity to visit more than 300 booths and attend countless seminars to make you a better operator. And, misery loves company, so come out and let's turn a few*

*unfortunate lemons into lemonade! I'll see you at the show!*



*Bob J. Rossini*

Bob Rossini,  
CCA President

## INTERESTED IN GETTING MORE INVOLVED?

The CCA Board is always looking for new board members and/or Committee Members. To learn about both opportunities call Suzanne at 800/287-6604. We also welcome you to attend a board meeting to see what we are working on!

## CONNECTICUT CARWASH ASSOCIATION

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Contact: Suzanne L. Stansbury, Executive Director

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## CCA MISSION STATEMENT

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

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

# Blasts from the Past



We featured Mike Bouchard's single location 65-foot exterior tunnel in our summer issue, but ran out of space to run these great photos! Bouchard has been washing cars for 47 years and has owned Sparkle for the last 28 years. Hats off to you, Mike. Thanks for sharing!

Sparkle Car Wash owner Mike Bouchard at his Glastonbury, CT, wash shows off a few blasts from the past including this vintage sign noting the price of a wash and wax. Wow!



Next, check out the price on Kim Towels' cellulose chamois – a whopping 25¢!



And, remember “The Dualer?” Well, Bouchard and Foam & Wash's Gary Baright invented it back in early 2000. This unit provides customers with a two-option vacuum (conventional and crevice tool).



# State Budget, Sales Tax Repeal Dominate Efforts

By P.J. Cimini

As this column goes to press in mid-summer, the State of Connecticut still has not reached agreement on the State Budget and Tax plan that was required by the end of the Fiscal Year on June 30. The General Assembly went immediately into Special Session leaving many issues still unfinished and left open to be decided.

In late July, after closed-door talks between House and Senate Democrats bogged down over several issues tied to a new two-year budget deal, including a potential sales tax hike and labor concessions, it was announced that there will not be any votes on a provisional budget. House and Senate Republicans are pushing for a debate on their proposed budget saying they are ready to move forward if Democrats are not.

The postponing of a vote on a two-year budget at the end of the Fiscal Year meant that the state's finances were taken over by Gov. Malloy who is running the State by executive order. Malloy released a detailed "Resource Allocation Plan" which he began implementing via executive order on July 1.

In addition, Gov. Malloy had proposed a "Mini-Budget" which would have taken the state through the 1st Fiscal Quarter through September 2018 (see attached). That mini-budget would have included \$317.5 million in increased revenue for the new fiscal year, including \$137 million in "fund sweeps" that involves collecting money from various accounts and sending it to the general fund.

## 2017 Session Priority

The focus of the CCA this session was on repealing the sales tax on carwash services. As we have outlined in past columns, in the waning moments of the 2015 session, the Connecticut General Assembly imposed a new sales tax on Car Wash Services. Without any notice or public hearing, and following a frantic effort to raise additional revenue from as many sources as possible, the tax was added at the last minute in an all-night session on the last day of the session.

Last year, members spent much of the year testifying and lobbying in support of legislation to repeal the tax. This year we were successful in having several bills introduced by both Republicans and Democrats to the Finance Committee.

## Car Wash Sales Tax Exemption Public Hearing

Early in the 2017 General Assembly session, the Board and leadership from the Connecticut Carwash Association (CCA) met with the bipartisan Chairs and Ranking Members of the Finance, Revenue & Bonding Committee of the State Legislature to seek their support of the repeal legislation. The Committee oversees all tax and fiscal policy and is the key committee for taxing policy. They agreed to raise one of the bills for a public hearing.

That public hearing was held on February 24 in Hartford. Section 26 of the bill (SB 787) exempted coin-operated carwashes from the sales and use tax. As under existing law, all other carwash services are subject to the tax. The Fiscal Note attached to the bill details a loss in revenue to the State of Connecticut of \$500,000 in 2018 and \$500,000 in 2019.

At this time, there are limited options left for repealing the sales tax. None of the proposed caucus plans included any exemptions from the sales tax, including ours on coin-operated carwashes.

The current budget fiscal situation has reached staggering proportions of negative revenue loss. State analysts have downgraded anticipated revenues for the next two fiscal years by \$1.46 billion – nearly \$600 million next fiscal year and \$865 million in 2018-19 – largely because of eroding income tax receipts. That erosion dramatically increased the projected shortfall in the next two-year budget. Based on this, the current budget projections are projected to run as much as \$2.3 billion, or 12 percent, in deficit next fiscal year, and \$2.8 billion, or 14 percent, in 2018-19.

## Governor's Proposed Budget

Connecticut's budget picture remains murky, with Gov. Dannel Malloy and legislative leaders postponing new proposals for addressing a near \$5 billion, two-year deficit.

Malloy did release a plan for resolving a \$393 million deficit for this year, the result of an unprecedented drop in income tax revenues. That plan includes withholding \$19 million in casino revenues promised to cities and towns, while draining most of the \$235 million Rainy Day Fund. He would also use about \$48 million set aside to bring the state in compliance with Generally Accepted Accounting Principles, \$14 million from a legal settlement the state reached with Volkswagen, and about \$10 million in tobacco settlement funds to close the deficit.

## Union Concessions

The Malloy administration continues to negotiate a \$1.5 billion concessions package with state employee unions. Those concessions, first proposed by the governor in February and assumed by both legislative Democrats and Republicans in their initial budget proposals, is key to restoring fiscal stability. The agreement must still be passed by both the House and the Senate to become accepted.

## Tolls

House Speaker Joe Aresimowicz (D-Berlin) has said another possible revenue source – implementing tolls on state

highways – was “inevitable.” But legislative Republicans called for an in-depth study to determine the cost of tolls and the anticipated revenue they would generate. While the 2017 General Assembly ended, the issue remains unresolved at this time.

### Other Issues

A number of other important issues were worked on this year by the CCA including some business and workplace initiatives that were acted upon during the 2017 General Assembly session.

- Lawmakers did erase the \$317 million deficit for fiscal 2017, using most of the state’s rainy day fund, withholding \$19.4 million in casino proceeds from cities and towns, and sweeping revenue from other funds.

Other workplace mandates were defeated and the adoption of some positive measures did occur. Bills creating a paid family and medical leave program and increasing the minimum wage lost momentum in the waning days of the 2017 legislative session.

- Additional costly mandates like paid family medical leave and the wage hike are the last things carwashes and other businesses need as Connecticut’s economy and job growth continue to struggle.

- Last-minute amendments were filed on SB 1, the Senate’s paid FMLA proposal, but the bill died when the Senate failed to act by the session’s midnight June 7 deadline. Meanwhile, House Democratic leaders acknowledged the votes weren’t there for the House version of the bill, HB 6212, which also died when the House did not act by the deadline. The paid FMLA proposals applied to all Connecticut businesses, with taxpayers on the hook for hiring at least 120 new state workers needed to run the program. The Office of Fiscal Analysis reported the paid FMLA proposals would cost taxpayers about \$13.6 million the first year, and another \$18 million each subsequent year.

- Democratic legislative leaders also acknowledged there were not enough votes to pass HB 6208, which proposed a new \$15 hourly minimum wage by 2022. While observers expected to see HB 6208 amended to propose a smaller increase to \$11 or \$12 per hour, no action was taken by the deadline. At \$10.10 an hour, Connecticut’s minimum wage is one of the highest in the country and much higher than the federal mandate of \$7.25 an hour.

### Other Mandate Proposals

Paid FMLA and the minimum wage hike were among a number of potentially costly workplace mandates considered by the General Assembly this legislative session.

HB 6668, which requires employers with three or more employees to provide reasonable workplace accommodations for pregnant employees – unless it imposes an undue hardship on the employer – passed both the House and Senate and is expected to be signed into law by the Governor. While HB 6668 is not perfect, it is better than originally drafted thanks to bipartisan cooperation, with lawmakers considering its impact on the business community.

Earlier drafts created a rebuttable presumption that any accommodation an employer had ever made for a pregnant employee would not be deemed an undue hardship. The bill, in most respects, mirrors existing federal law. However, it is nonetheless a new mandate on small businesses.

The House also did not act on HB 6519, prohibiting businesses outside the financial industry from running credit checks on prospective employees.

This session saw growing recognition from state lawmakers about the impact workplace mandates have on business costs in Connecticut.

The Senate did not take up SB 747, a mandate requiring employers, except for healthcare providers, to give not less than 24 hours’ notice to employees about their work shifts. The measure earlier passed the Labor and Public Employees Committee on an 8-5 vote. It would have prevented businesses in many industries from quickly responding to changing customer demands or supply interruptions.

This legislative session saw growing recognition from state lawmakers about the impact workplace mandates have on the carwash industry and business costs in Connecticut – among the highest in the country. Our Association and industry strongly supports lawmakers who heeded that recognition and stood up to these mandates during the session. They deserve credit for their actions and their

*Continued on page 52...*

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## Lobbyist Update ... continued from page 51.

commitment to improving Connecticut's business climate.

This year, lawmakers passed a few measures that will help employers, including:

- Legislators also moved forward on workforce development, giving the Connecticut Technical High School System independence from the state education system to better focus on career-building potential. Also, a variety of studies and task forces designed to review economic growth issues passed through both chambers.

- HB 5584 passed which will establish a small business hotline at the Department of Economic and Community Development. The hotline will provide individualized information and assistance to small businesses and entrepreneurs across the state on how to start, develop, and maintain a successful business. The department will create the hotline within the Connecticut Economic Resource Center and have it running by Oct. 1.

### State Job Growth Slows in First Quarter

Connecticut's economy grew 0.6% – 37th among all states – in the first quarter of 2017, after surging 2% in the final three months of 2016. The New England region posted 0.9% growth in the first quarter, while the U.S. reported 1.2% growth, according to the U.S. Bureau of Economic Analysis. Massachusetts and Vermont led the region in the first quarter

with 1.1% GDP growth, followed by New Hampshire (0.8%), Rhode Island (0.7%), Connecticut, and Maine (0%). Connecticut's economy shrank 0.9% in the first quarter of 2016, and posted modest 1% growth for the calendar year. New England's economy grew 1.7% in 2016, while the U.S. expanded by 1.5%.

### Private Sector Jobs Hit Post-Recession Milestone

Connecticut's economy reached an important milestone in June, with the private sector recovering all jobs lost during the recession. Employers added 7,000 jobs in June, pushing the private sector into expansion mode seven-plus years after the recession ended in February 2010.

Private sector employers have recovered 102% of the 111,700 jobs lost during the economic downturn. Overall, Connecticut has regained 84% of the total 119,100 lost jobs. June marks the second consecutive month of growth, although Connecticut's Department of Labor revised down May's originally reported gain by 1,100 to 5,600 jobs. Connecticut has added 15,400 jobs over the last 12 months, building critical momentum that Gioia said lawmakers must acknowledge as they work to resolve the state's budget crisis. ■

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



P.J. Cimini

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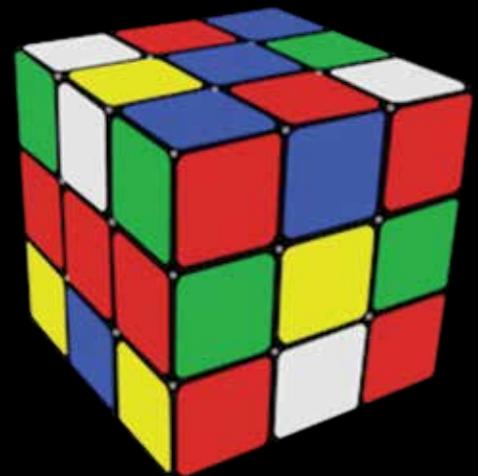
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## CCA CALENDAR

OCTOBER 2-4, 2017

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**PRESIDENT’S COLUMN**

*So, at the time of this writing we are closing out the summer and this will be my last column as the President of the Car Wash Operators of New Jersey (CWONJ). I want to thank the board for their faith in me, Gerry Barton for leading our Scholarship Program, Scott Freund for running our successful Children’s Specialized Hospital Annual Golf Outing that raises money for the hospital, Doug Rieck and Mike Prudente for being my go-to guys, and Suzanne Stansbury, our executive director, for her expertise in everything, for all their help in making me look good. I just had to run the show, they really do all the work, honestly!*

*I would like to thank the membership for its support. Whether it be our golf outing, carwash tour or membership meetings many of you rise to the occasion and participate. Please continue to join and support the CWONJ and take the calls from board members when they reach out to you, like I did. After all, I went to my first meeting in 1963 with my dad and two brothers so it is a slow rise to the top, but I made it thanks Jeff Ghysens’ encouragement. I owe you one, Jeff.*

*I also want to thank you all for your well wishes after Hurricane Sandy. We lost our home, a Laundromat and a rental property. We finally moved back into our home this past December of 2016. Four years and 50 days after the storm. And then we experienced a fire last July in our rental property, so it’s been a rough couple of years for my family. Always remember that when you go to sleep at night you never know what will be waiting for you in the morning!*

*I have seen a lot come and go in the business since I have been an operator. There were the pull chain conveyors that evolved into hookless conveyors and now there are the belt conveyors. We have gone from bristle to cloth to foam and Steam Jennys to power washing. And we have moved from mixing soap by hand to using Dema injectors, to Dosatrons, and from top brushes to curtains and back to top brushes. You get the picture. We have been lucky enough to have Fred Grauer in the industry, to Fred Grauer being gone, and then back again – and again! (Thank you, Fred) I’ve known so many people in this business for so long that someone will ask me how long have you know him, and I’ll say dark hair or hair period?*

*I wish you all the best! Lots of salt in the winter, and dry, dusty summers as well as good health and hurricane-free experiences and always remember, YOU GOTTA HAVE A DREAM, TO HAVE A DREAM COME TRUE!*



Mike Conte  
CWONJ President



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## August Golf Outing A Wash Out!

The Car Wash Operators can't seem to catch a break with its August Children's Specialized Hospital Golf Outing. The August 7 event was rained out, as have been several other outings over the years, in August!

Look for a recap and photos from the re-scheduled September 25 outing in our winter 2018 issue! ■



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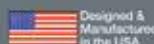
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# Bell Family Continues Its 70-Year-Run in Carwashing

By Alan M. Petrillo

Seventy years in the carwash business is a long time for one family to persevere, but the Bell family of New York and New Jersey certainly can claim that milestone, as well as adding to the yearly total through its distribution business.

The Bells, notably Dan and Jeff, are owners of ZipoShine, a distributor for Belanger Carwash Equipment in New Jersey, New York City, Long Island and Westchester County. In addition, ZipoShine also carries a full line of carwashing equipment and products, including Pur Clean and Pur Water, Carolina

cial person to deal with the ups and downs of the carwash industry," he observed, "and more so with full-service carwashing."

By 2007, the family sold the last of its carwashes. ZipoShine was formed in 1999.

"How the name came about is interesting," Dan Bell said. "Back in the late 1950s and 1960s, my family had a business called ZipoShine that manufactured orbital buffers. I found the records when I was cleaning out some files and our family decided to use

*The Bell's history in the industry is long and diverse and with any luck will continue for years to come.*



Pride self-service carwash equipment, and Turtle Wax.

Dan and Jeff Bell are part of a family that has been in the carwashing business since their grandfather, Abraham Bell, started along the carwashing road with the purchase of a wash in 1947 in Brooklyn, NY, with his two brothers as partners. Abraham Bell and his brothers bought and sold carwashes in Brooklyn until the 1960s, when the family moved to New Jersey.

"My grandfather still rented carwashes in Brooklyn while he was buying other carwashes in New Jersey," said Dan Bell. "This went on through the 1960s and into the 1970s. At one time he owned four carwashes in New Jersey, as well as a number in Brooklyn. He served as president of the International Carwash Association, and his son, my father David Bell, served as president of the Car Wash Operators of New Jersey."

The Bell family was known for its stellar service in full-service carwash tunnels, Bell pointed out. "My grandfather was a stickler for good service, and my dad and Jeff and I continued that tradition," Dan Bell said. "My dad owned a number of washes in New Jersey, all full-service tunnels, and even built one from scratch there."

Dan Bell pointed out that several of the full-service carwashes owned by the Bell family have notched totals of between 130,000 and 140,000 vehicles washed a year. "It takes a very spe-



cial person to deal with the ups and downs of the carwash industry," he observed, "and more so with full-service carwashing."

In addition to designing and building carwashes for others, ZipoShine also offers maintenance programs for carwash operators. "We have service contracts with those carwashes that want and need it," said Dan Bell. Jeff Bell sells carwashes as a broker for Ross Brothers and has been doing so since the family's last wash was sold in 2007.

ZipoShine has been successful, Dan Bell believes, because of the service and products it offers, as well as the fact that it offers a lot for a single phone call. "Many carwash operators like to deal with a single source, which is where we come in," he said. "And providing good service seems to be a lost art here in the United States, but it is something that we pride ourselves on and excel at. Our customers are the most important thing for us." ■

*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, A Case of Dom Perignon, all available at [www.amazon.com](http://www.amazon.com).*

# Our 70<sup>th</sup> Anniversary!

The Bell Family is proud to announce that 2017 is our family's 70<sup>th</sup> year in the car wash business. Our grandfather, Abe Bell, was a pioneer and back in 1947 opened our first car wash in Brooklyn, NY. Our father, David, joined our grandfather in 1963 and today his grandsons, Jeff and Dan, carry on the legacy as distributors and brokers within the industry. To celebrate we are offering the following discount. Take advantage and don't miss out as this offer expires on October 31, 2017.

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# 18<sup>th</sup> Annual Wash Tour Spotlighted Central Jersey Washes



The Car Wash Operators of New Jersey (CWONJ) traveled to the central part of the state on June 13 to tour some exceptional washes, according to CWONJ President Mike Conte. "Each tour brings new ideas and ways of doing business to our members," said Conte. "This tour had a lot of really great innovation. The sold-out bus told the story!"

The first stop on the tour was Super Car Wash & Quick Lube in Bridgewater. This 150-foot full service MacNeil conveyor features a Micrologic controller and four detail bays as well

as ZEP/Armor-All solutions. The site also boasts a basement equipment room. It is owned by Michael and Boris Katchko.

The second stop was a Shammy Shine in Flemington (Raritan Township). This site (one of 13 in central New Jersey and Pennsylvania's Lehigh Valley) covers all the bases with a full-service tunnel, five self-serve bays, a detail center and a three-bay lube. It features Simoniz products and boasts a Wash Club and Fleet Program. It is owned by Craig Stem.

Hamilton Car Wash & Detail Center (Hamilton Honda)

*Continued on page 62 ...*

## Super Car Wash & Quick Lube, Bridgewater



*Super Car Wash uses its street signage to promote its Unlimited option.*

*This attractive site features a basement equipment room.*



*The kids love this feature!*



*There are plenty of options for customers at Super Car Wash!*

*Super Car Wash & Quick Lube (Continued)*



*Wheel-eez's  
Robert Kuczuk  
and Super owner  
Boris Katchko.*



*The site features a koi pond that the customers  
can't miss as they exit the wash to get their vehicle.*

*Shammy Shine, Flemington*



*Shammy Shine in Flemington is one of 13 owned by Craig Stem.*

*This colorful signage  
is also used to pro-  
mote specials.*



*A pergula helps keep employ-  
ees out of direct sunlight  
at the tunnel entrance.*



*This wash features a full-service tunnel, five self-serve bays,  
a detail center and three-bay lube.*



*Colorful Vacutech vacs are eye-catching and a customer favorite.*



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*You have a lot of options at Hamilton Car Wash & Detail Center!*



*Hamilton Car Wash & Detail Center at the Hamilton Honda site in Hamilton features a flex-express wash, eight detailing bays and 20 Vacutec vac stations. This site is open to the public.*



*This site features new MacNeil equipment and ICS controls.*

in Hamilton was the third stop on the tour. This flex-express wash, where customers can purchase interior services and vacuum for free, has eight detailing bays, 20 Vacutec vacuum stations that service the public and a Honda dealership. Dealership customers get a free wash and oil change for the life of their vehicle. It boasts a substantial club plan, new MacNeil equipment and ICS controls. It is owned by Victor Thomas, Jessie Armstead, Tony Pierce and Mike Saporito.

The last stop on the tour included a box lunch and a whole lot of carwash! Valet Auto Wash in Lawrence/Trenton is a new state-of-the-art facility featuring a 245-foot tunnel (reported to be the longest in the country), a Hodge conveyor, Peco rack with a Motor City Dry 'N Shine, 300 hp Aerodry Systems dryer, two 135-foot full-service belt conveyors, a Peco polishing tunnel, as well as AutoVac and Vacutec vacuums and three DRB pay stations. This beauty is owned by Chris Vernon.

Event sponsors included: Bus Tour Sponsors MacNeil Wash Systems and Micrologic Associates; Lunch Sponsors MacNeil Wash Systems and Micrologic Associates; Event Sponsor Innovative Control Systems and Beverage/Dessert Sponsors Motor City Wash Works and Vacutech. ■



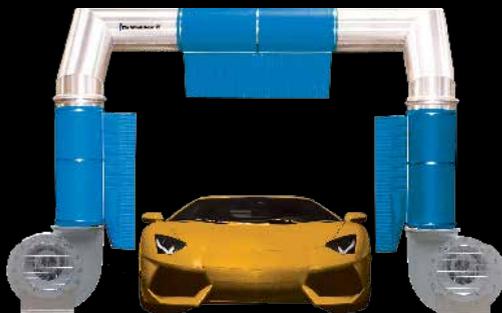
*The facility is owned by sports stars Jessie Armstead and Tony Pierce who played for the NY Giants who are partners with Mike Saporito, the owner of Hamilton Honda. Victor Thomas manages the wash.*

*Valet Auto Wash photos on pages 64-65!*

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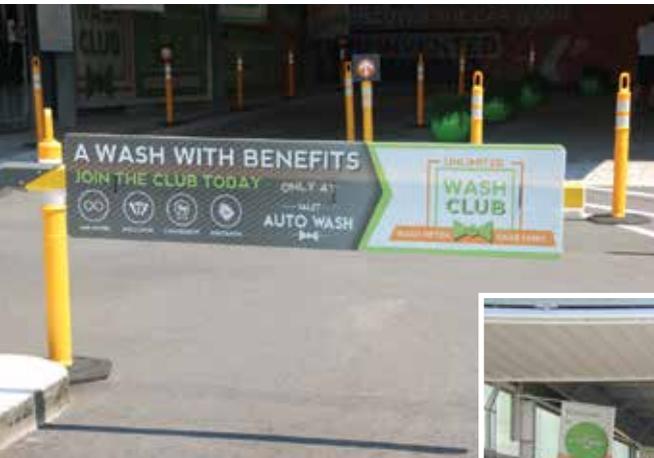
*Valet Auto Wash, Lawrence/Trenton*



*Lights, glitz and plenty of washing options are available at this incredible site.*



*Three pay stations greet you at the wash entrance.*



*Promoting their Wash Club is done in many ways at Valet Auto Wash but also in this clever option at the gates.*



*This bank of vacs is eye-catching and really neat.*



*When you enter the wash, there are many options and clear signage to get you there.*



*A lush outdoor waiting area is one spot customers can kick back while their vehicle is being pampered.*



*Valet Auto Wash, in Lawrenceville/Trenton, is reported to have the longest tunnel in the country at 245 feet. The wash is owned by Chris Vernon.*



*It's certainly clear from the road what this expansive facility does! This is one of the four washes that will be featured in the NRCC's "Virtual Tour" seminar on Monday, October 2, at 4pm at the Atlantic City Convention Center. To register to attend visit [nrccshow.com](http://nrccshow.com) or call 800/868-8590.*

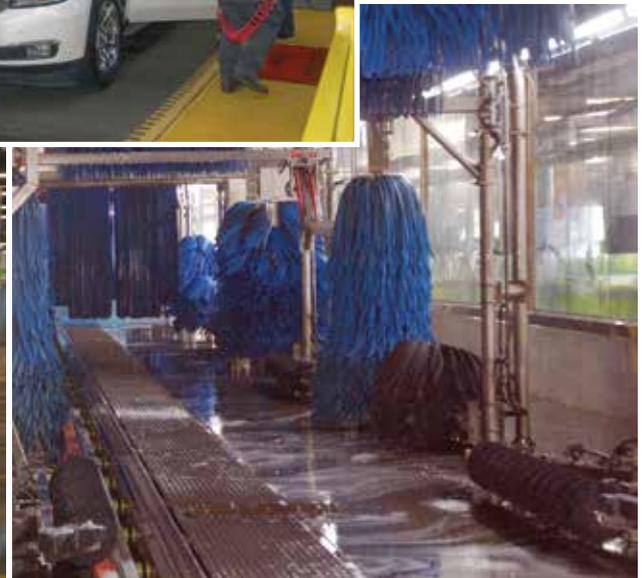
*Customers also have an indoor area in which to wait for their vehicle with a cafe-like setting.*



*The inside feel of this site is similar to that of european washes. It's clean and large signage makes maneuvering the site easy.*



*The wash features a Hodge conveyor, Peco rack with a Motor City Dry 'N Shine, 300 hp Aerodyr Systems dryer, two 135-foot full-service belt conveyors, a Peco polishing tunnel, as well as AutoVac and Vacutech vacuums and three DRB pay stations.*



## PRESIDENT'S COLUMN

June is usually a poor carwashing month in our region, but this June was anything but poor. It blew the roof off of expectations, and shows that you always have to be ready. It takes effort to keep everything up to standards, but it's worth it if you do.

But, what's it all about? Why are we doing this? For many of us, we just hope to have enough to cover our loan payments. We ask about the return on investment, or in more simple terms, how long will it take for new equipment to pay for itself. What's the payback? These are the right questions, of course, but there's another way of looking at things besides the return on investment.

Carwash folks have always been extremely generous when it comes to supporting local charitable organizations. We give away bags of tokens for church and school auctions all year round. Many of you have printed up vouchers for free or discounted carwashes that you give away to just about anyone who asks. Of course, we hope that we might get a few new customers out of the gesture, but it is basically just a charitable donation.

Five years ago, the Mid-Atlantic Carwash Association (MCA) started the Wash to Save the Bay program. This effort appeals to the generosity in our hearts. We each decide how much we wish to contribute, be it \$1 or \$2 per car or a percentage of sales for the day. We're not asking our customers to contribute, although some customers do so anyway. We're making a donation to the Chesapeake Bay Foundation out of our sales. Reducing the portion that is left over for us, we choose to support an industry-wide effort to show the world that we, as carwash owners, care about the world, the environment, and our Bay.

We put up signs, and hand out cards to explain the program to our customers, but the reaction we get is not really overwhelming. "Isn't that nice." So, what is in it for us? It's about small repetitive exposures and that we make a point of supporting the environment has a cumulative effect. Over time, it becomes a part of how people see us. "That's the carwash that gives great service." "That's the carwash where everything works." "That's the carwash that's clean and tidy." "That's the carwash that cares about clean water." It becomes part of the image that comes to mind.

Consider for a moment, the image where any of those impressions were negative instead of positive. I suppose that a purely generous heart would make a donation privately and not seek public recognition. I'm certain that many of us support charities and causes and make contributions personally, not through the business. But, I think that hoping for a little recognition does not make the donation any less generous.

At this writing, it appears that MCA's Wash to Save the Bay program for 2017 will raise more than \$10,000. The total will exceed \$50,000 over five years. In my mind, that's a lot of generosity that comes from people with a lot of heart. Thank you and a special "thank you" to Program Chairman Matt Bascom!!!



*Dave DuGoff*

Dave DuGoff  
MCA President



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# Reflections on 2016-2017 and Beyond

In 2016-2017, the Mid-Atlantic Carwash Association (MCA) had a full schedule of meetings. Our goal is to offer informative programs, coupled with other opportunities, such as visiting washes or participating in seminars. We vary our locations throughout the Mid-Atlantic region to make meetings accessible to everyone. MCA is now in its 20th year. In 2017, we refreshed our brand with a new logo and newly redesigned website and newsletter.

We started the year off in October with a meeting at the Sheraton in Virginia Beach. A highlight of the day was a bus tour of washes in the Virginia Beach/Norfolk market. Speaker Chris McKenna, of the Rock N Roll Car Wash in Hermosa Beach, CA, talked about fleet washing.

The November meeting was held at Middleton Hall in Waldorf, MD. Speaker Michael DeVito educated us on what we need to know about SBA financing. We presented a check to the Chesapeake Bay Foundation for \$10,000.

In March, we headed to the Hotel at Arundel Preserve, near BWI, and learned how to rev up our revenue from consultant Chris Brown, with Myrrh Consulting.

In May, we enjoyed an "Event to Remember" at the Dominion Raceway, near Fredericksburg, VA. Former MCA Board member, Dave West, now with Dominion Raceway, made arrangements for Go Kart rides, a special reception, and even tickets for a country and western performance at the raceway. The program focused on the impact of automated features on cars on carwashing. Umer Selek, a Subaru engineer, was our speaker. Dave West was honored for his contributions to the carwash industry.

Plans are now underway for 2017-2018. The board met on August 3 in Leesburg, VA, to work on details and priorities for next year. While all plans are not finalized, this is what we can tell you at this time, and please note that all events and dates are subject to change.

We will meet on September 13 in Williamsburg, VA, at the



Your MCA Board at its recent planning meeting! Robert Stair, Mine Road Auto Spa; Sean Larkin, Westminster Carwash and Detailing; Larry Bakley, Flagship Carwash; Matt Bascom, Car Lovers/Clean Machine; Anthony Shifflett, LustraBear and Stuart Hammerschmidt, Shore Chemical.

Gabriel Archer Tavern, on the grounds of the Williamsburg Winery. The program will be on unlimited wash plans and we hope to include some tours of area washes. Overnight accommodations will be at Wedmore Place.

We are tentatively planning a meeting on November 15, to be held in Maryland, at a location TBD. The topic will be belt conveyors.

For March, we are hoping to return to Dominion Raceway and offer a program on the future of carwashing – particularly as it relates to self-driving cars.

In May, we are planning our first visit to Wilmington, DE, where we hope to tour area washes, with a dinner cruise and program on social media marketing.

We are looking forward to another great year in 2017-2018. Make sure you take advantage of our impressive educational lineup and social events. ■

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



The association's March speaker, Chris Brown, of Myrrh Consulting, educated attendees on how to rev up their revenues!

MCA President Dave DuGoff of College Park Car Wash honored long-time Washtech employee, Dave West, now with Old Dominion Raceway, for his years of service to the association and industry.



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## PRESIDENT'S COLUMN

*Winter was uneventful, spring pollen was almost non-existent, and we had 59-degree weather in July. Has the bubble burst? What is one to do?*

*Ask your suppliers what new revenue generating services, deals and ideas they have. Create your own manager specials to boost revenue. Re-evaluate any controllable expenses. Find ways to improve your social media presence and online reviews.*

*For the most part, we all wear the same hats: owner, manager, customer service rep, service tech and many others ... which is why we are all so busy. When cars are not being washed, for whatever reason, it is easy to panic. Remember to stay focused and use the down time to re-evaluate what it takes to be a successful carwash operator. Talk to other New England Carwash Association (NECA) members. They have the same concerns, so ask how they would handle the situation or issue. Reach out to any board member. They are always there to help and are more than willing to introduce you to other members. Ask how you can help and guide the industry that provides you and your employees a living.*

*NECA has planned a busy fall calendar of events. We hosted our annual golf tournament on September 19, a great way to have lunch, dinner, golf and network. This year, it again benefitted NEADS (National Education for Assistance Dog Services) and the NECA Scholarship Fund.*

*The Northeast Regional Carwash Convention (NRCC) is October 2-4 in Atlantic City, NJ. This year's theme is "Reinventing the Wheel." This show is a great opportunity to network regionally, grow as an operator and get some ideas on what to do when the weather does not cooperate.*

*Finally in 2017, the NECA will have its Fall Dinner Meeting and Program on November 14, at the Crown Plaza in Woburn, MA. The topic of discussion is a money saver: risk management. Bring your staff to help them understand what it means when a customer has an issue that snowballs into a much larger one because someone did or said the wrong thing. Reputations take years to build, and review sites can tear them down in days! I look forward to seeing you there. Visit [www.newenglandcarwash.org](http://www.newenglandcarwash.org) for all the details and to register.*

*As I approach the end of my first year as President, I encourage everyone to be involved in his or her industry association. Please feel free to contact me anytime about suggestions you have for our association or to find out how you can become more involved. Contact me at 617/593-3262 or [dom@seeyoushine.com](mailto:dom@seeyoushine.com)*

*Remember, we work hard for the benefit of all. Your input is needed and greatly appreciated.*

*Please note that the NECA has a new TEXT message notification system. We hope it will improve our communications with you, our valued members. We promise not to "blow up your phones" since we only plan to send one brief text per month. If you do not want to be included in this, you can "opt out" by contacting the NECA office.*



Dom Previte III  
NECA President



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# 2017 NECA Scholarship Program And the Winners are...

We were very pleased to be able to award four, \$1,000 scholarships this year. The New England Carwash Association (NECA) Scholarship Program, which is self-funding, raises money at our dinners and the golf outing. Since 2011, we've awarded \$14,000 in scholarships. Kudos and thanks to our Scholarship Review Team of Ron Bousquet of Randy's Car Wash, Peter Silk of Minute Man Car Wash and Greg Thompson of Bedford Car Wash.

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For information on the  
2018 Scholarship program  
contact the NECA  
at 781/245-7400.

---

## This year's winners include:



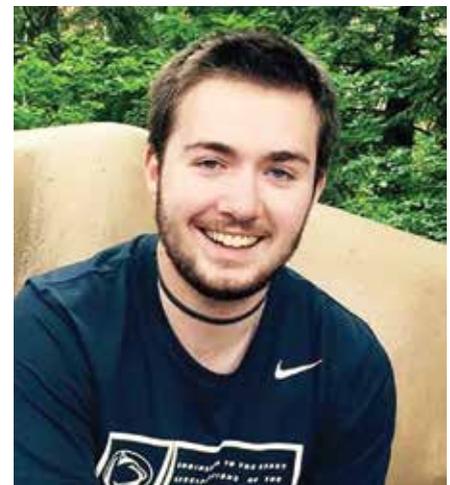
**Kara Burke**, who worked at Sandwich Carwash while in high school, will attend Simmons College in Boston this fall. She will study to become a nurse practitioner.



**Amber Donalson**, who works for Balise Carwash, attends Cape Cod Community College in West Barnstable, MA. She has already earned one Associates degree while working full time, and plans to earn a second in nursing.



**Alexandra Sanft**, whose dad works for Global Partners LP, will attend American International College in Springfield, MA, this fall. She is a student athlete who will balance soccer and preparation for a nursing career.



**Zachary Hoopes**, whose dad works for Kleen-Rite Corp. in Columbia, PA, is a sophomore at Penn State University in University Park, PA. He is majoring in mechanical engineering.



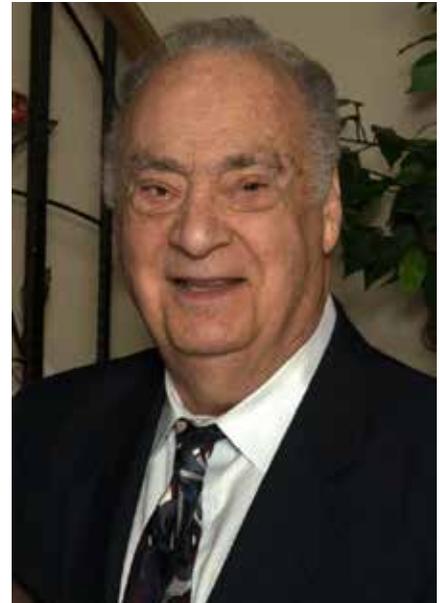
# Bernard “Bernie” Freedlander 1934 - 2017



Bernard Freedlander, 83, of Framingham, MA, passed away on July 16 after a short illness. Services were held at Stanetsky Memorial Chapels in Canton, MA, on Tuesday, July 18.

Born in Chelsea, MA, on July 24, 1934 to Etta and Nathan Freed-

lander, Bernie attended West Point and graduated from the University of Maine. He began his career as a mechanical engineer then opened Berland Personnel Agency, Hot Plates Co., and The Clean Machine Car Care Center. As he never really retired, he began teaching classes at



*Bernard Freedlander*



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Mass Bay Community College and Keefe Technical High School, writing a course textbook. He loved traveling (more than 70 countries visited), was outgoing, a joker, and a master storyteller who will be missed by family, friends and his carwashing colleagues.

Bernie was the beloved husband of Ethel (Pahuskin) Freedlander and a devoted father to Cheryl Holland and her husband Jim of Leicester, MA; Karen Avery and her husband Dan of Framingham, MA; and Neil Freedlander and his wife Suzzete of Framingham, MA, as well as his sister Barbara Bernstein of Durham, NH. He was also the proud grandfather of Sarah, Jacob and Jesse Holland, Brad and Janine Avery, and Carter and Emma Freedlander. Bernie is also survived by many loving nieces and nephews. ■

Donations in Bernie's memory may be made to the American Heart Association, PO Box 417005, Boston, MA 02241.



## NECA'S FALL DINNER & PROGRAM *Best Practices for Handling Risk*

**Tuesday, November 14**

**Crowne Plaza, Woburn, MA**

Have you taken preventative measures to minimize the risk of a cyber attack? Do you offer safety training for your employees? Do you have the proper policies and procedures in place in the event of an accident or some type of damage claim? Do you know your rights in the event of a damage claim? By limiting risk, you will be able to use your resources to provide the best possible service for your customers and build a reputation of excellence.

### Meeting Panelists:

- ❖ Joel Sowalsky, Esq., Daily General Counsel PLLC
- ❖ Mike Benmoschè, (National) Car Wash Insurance Program by McNeil & Co., Inc.
- ❖ Peter Beames, NBT-Mang Insurance Agency LLC

Join us for a lively networking reception and dinner, "You Make It Happen" award presentation and this valuable program. It's easy to register using NECA's secure website at [newenglandcarwash.org](http://newenglandcarwash.org) ■

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# Table Top Show Goes Down “The Road to Prosperity”



Visit our Image Gallery at [newenglandcarwash.org](http://newenglandcarwash.org) to see more photos of the tour and the show. If you'd like a copy of a photo, email your request to NECA at [info@newenglandcarwash.org](mailto:info@newenglandcarwash.org).

Thanks again to all of our terrific exhibitors and to our tour hosts as we traveled down “The Road to Prosperity” on May 9. We had a bus full of enthusiastic travelers for the tour, and a full house for the “Tips of the Trade” program and the trade show floor at the UMass Lowell Inn & Conference Center. The exhibits covered just about every aspect of the industry, and get better and better every year. We're already in planning mode for the May 2018 Show. Check [newenglandcarwash.org](http://newenglandcarwash.org) for details.



*Autoshine of New England wins the “Best in Show” for a \$100 gift certificate.*

## NH Car Wash Tour Participants

- ❖ Glacier Car Wash, Nashua, featuring an upgraded PDQ, PECO and DRB equipped facility.
- ❖ Nashua Car Wash, Nashua, featuring PECO self serve equipment with detailing.
- ❖ White Duck, Milford, featuring self serve, tunnel and an oil change operation.
- ❖ Haffner’s Car Wash, Hudson, featuring a recently rehabbed tunnel and gated entry system.

## Prize Winning Exhibits

The following exhibits were judged most outstanding by a team of attendee judges.

**Best in Show:** AutoShine of New England won an \$100 gift certificate for dinner on us at Capital Grille.

**Most Eye-Catching:** GIM Security won a \$50 gift certificate for lunch-on-us at P. F. Chang’s.

**Most Responsive to Show Theme:** Washify Services won a \$50 AMC gift certificate to take in a show on us. ■

*Continued on page 76 ...*



*Washify was dubbed the “Most Responsive to Show Theme.”*



*GIM Security had the most “eye-catching” booth.*

## Glacier Car Wash, Nasua



*Glacier Car Wash in Nashua welcomes the NECA Bus Tour through its signage and hospitality in hosting the event’s lunch. **You can read an article on the wash on page 80.***





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*Nashua Car Wash in Nashua, NH, is owned by Dave Costa.*



*Team ScrubADub seems to be enjoying the tour!*



*Wash Tour Chairman Brian Messina and Posh Wash's Chris Zona. Another excellent job, Brian!*



*This ingenious set up can help eliminate slip and falls by catching run off from the foam brush.*



*Just a bunch of past presidents: Mike Gardner, Sr., Dave Ellard and Paul Vercollone.*



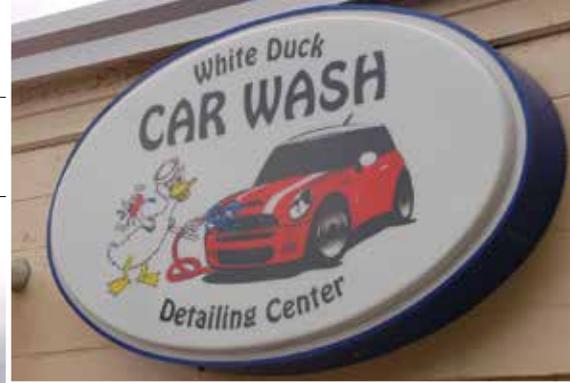
*Detailing is done weather permitting.*



*The tandem bays can accommodate extra volume.*

*White Duck Car Wash, Milford*

*This creative logo is found throughout the wash.*



*You'd almost miss the tunnel on the left if you weren't paying attention, but the site includes a Sonny's wash tunnel package, a Valvoline Instant Oil Change and self-serve bays behind the oil change.*

*White Duck Car Wash in Milford, NH, is owned by Henley Corporation. This stop on the tour was hosted by Greg Sawyer. The site's multiple profit centers are noted on their signage.*



*The tour was sponsored by AutoWash Maintenance Corporation, Malden, MA.*



*Detailing is also an option at White Duck.*



*The Sonny's equipped tunnel gets the job done.*



*This very blue sign is eye-catching and easy to read.*

*Continued on page 78 ...*

*Haffner's Car Wash, Hudson*



*This multi-purpose signage is effective and practical in promoting this multiple profit center.*



*The site includes gasoline, a C-store, self-serve bays and an exterior tunnel and is owned by Ken Colabro.*



*The wash also features five traditional self-service bays and an inbay automatic in Hudson, NH.*



*The colorful signage promotes each service's options and you can simply state "1, 2 or 3."*



*Car Wash Insurance by McNeil's Mark Nash strikes a handsome pose next to some colorful cloth!*



*The tunnel features two new Sonny's gated entry systems.*

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# Glacier Car Wash is Latest Adventure for New England Car Wash Equipment

By Alan M. Petrillo

What's a carwash equipment company doing running a carwash? As it turns out, very well, thank you. And it provides the equipment company the opportunity to test equipment, train employees and offer potential customers a good look at what they might be buying.

Jeff Arimento, president of New England Car Wash Equipment LLC, Littleton, MA, said that as a distributor, his company's customers all are carwash owners, operators and gas stations. "We didn't want to be in a position of competing against our customer base, but had an opportunity in a Nashua, NH, wash, where we installed the equipment in 2008," Arimento said. "The wash came up on the market, the price was attractive, and it was on a street with a lot of competition. There were about a half dozen carwashes within a mile of our location, but none of them were our customers."

## Opportunity Taken

Arimento said his company looked at the Nashua carwash as an opportunity to buy a wash that could showcase the firm's equipment. "It also would allow us to get a lot more information about the functioning of carwashes," he said,



*The Glacier name is found on equipment throughout the wash.*



*The Avalanche arch is certainly eye-catching.*

*The wash was purchased by New England Car Wash Equipment in 2016 for use as its test wash, training site and to demonstrate equipment to potential customers.*

"like chemical use data, electrical data, wash data, and learn from it. We could showcase our equipment, and use the wash as a training center for new employees, plus as a place where we could send employees to train in running, maintaining, and repairing our equipment."

So New England Car Wash Equipment bought Glacier Car Wash at 607 Amherst Street, in Nashua, in March of 2016. The location had a 90-foot tunnel, two touch-free in-bay automatics, a 90-foot detailing bay, and a dog wash. "We put in new arches, hot wax and an entrance arch, new chain and rollers, and all LED lights in the tunnel," Arimento pointed out. "Where the in-bay automatics were, we no longer sold that model, so we removed them and put in a single PDQ Laser Wash 360 Plus in one of the bays, and left the second one empty."



Glacier's readerboard not only promotes its location but special wash days and promotions as well.



This effective use of signage should help deter damage at the wash.

Arimento said that the company is considering making the empty bay a detailing bay, a self-service bay or a motorcycle bay.

"We're still bouncing around ideas," he said. "It's not about making money with the bay, but what will benefit our organization to show off our equipment. Our goal is to make this location like a showroom."

### Exceeded Expectations

Donato DePinto, Glacier's manager and a longtime employee of New England Car Wash Equipment, said March was the one-year anniversary of the company taking over Glacier Car Wash. "It has met our expectations and needs from a financial perspective," DePinto said. He noted that Glacier

*Continued on page 82...*

## TREASURER'S REPORT

New England Carwash Association, Inc.

January - June 2017

### Income

Interest Income.....	\$725.82
Meetings.....	\$21,805.00
Member Services.....	\$2,326.75
Membership.....	\$13,080.00
NRCC.....	\$45,520.00
Scholarship.....	\$860.00

**Total Income..... \$84,317.57**

### Expenses

Advertising and Promotions.....	\$-
Board Expenses.....	\$1,492.53
Charitable Contribution.....	\$-
Insurance.....	\$745.00
Management Services.....	\$21,034.42
Meetings.....	\$18,490.56
Member Services.....	\$757.00
Membership.....	\$355.95
Office Expense.....	\$2,088.16
Professional Expense.....	\$1,525.00
Scholarship.....	\$-
Tax.....	\$21.64

**Total Expenses..... \$46,510.26**

**Net Income..... \$37,807.31**

### Cash Balances

Citizen's Bank Savings.....	\$88,804.81
Citizens Checking.....	\$72,694.37
EverBank CDs.....	\$102,396.24

**Total Checking / Savings.....\$263,895.42**



The attractive site is managed by New England Car Wash Equipment's Donato DePinto.



The tunnel features equipment that the company distributes so customers and potential customers can see it in operation first hand.

Car Wash does exterior express washes, but also flex service washes if customers want interior vacuuming. "If they do, they'll come back around and go through our detailing bay tunnel, which runs parallel to our wash tunnel," he said.

DePinto said one of the first things he did was put up new menus and pricing at the wash. "Our Avalanche wash is \$14, and we offer an Avalanche Club at \$29 a month for un-

limited washes," he pointed out. "Our tunnel washes are \$9, \$11, \$14 and \$21, while the in-bay automatic runs at \$8, \$10, \$13 and \$17. Full-service detailing starts at \$40, and goes as high as \$300, depending on what the customer wants done."

Arimento said that one of the goals of having the car-wash is to keep pace with equipment developments. "We also want to get experience about what works, and doesn't



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

## The Pursuit of Perfection: Is It Counterproductive?

Creativity can be a messy, sloppy business, full of mistakes, false starts, and changes in direction. You can't let perfectionism interfere with the process, or you may never finish. Earn to loosen up and let go with this advice:

- **Seek progress, not completion.** Instead of obsessing about getting your work just right, focus on making it a little better. You'll always be disappointed if you strive for perfection, but you can find satisfaction in knowing you've improved.
- **Focus on what you can do, not what you can't.** Do the best job possible within the limits of your resources. You'll waste time and energy obsessing about how good it could be if only you had more money or the perfect ingredients. Sometimes settling for "good enough" is the key to success.
- **Work at what you do best.** If you know your strengths, you'll make better decisions about what to concentrate on. Shape your projects to match your abilities instead of trying to force yourself to perform tasks at which you're less than stellar.
- **Celebrate your accomplishments.** Take pride in what you achieve, even if it's not absolute perfection. A positive attitude about your work will spur you on to greater things. ■



work, in a carwash operation,” he said. “Also, having the performance and condition of our equipment in our own hands during the sales process, instead of sending a potential customer out to another operator’s location, is very important to us. We want to make sure we have all the options we want to show off, and know that the location is clean, and all the equipment is working properly. We are confident that every customer who comes to Glacier Car Wash will be treated better than any carwash available anywhere.” ■

*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, A Case of Dom Perignon, all available at www.amazon.com.*

**Glacier Car Wash was one of the featured washes on this year’s NECA Car Wash Tour. See page 74!**

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## A New Little Carwasher

On Friday, July 7, the beautiful Ava Juliette Paisner was born at 7:03 am. Congratulations to proud new parents Mat and Taryn Paisner (and new grandpa Danny). ■



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**PRESIDENT’S COLUMN**

*In the last issue of the Northeast Carwasher, much of my column and an article by our Lobbyist Bill Crowell, focused on pending Legislation to repeal the Tip Credit used by some operators in New York state.*

*Proponents of the bill argue that the elimination of the tip credit is positive because the tip credit has aided wage theft and is allegedly responsible for the systemic underpayment of carwash workers. We held a meeting on May 24 in Albany at The Century House where Bill and several downstate operators discussed the Legislation, how the process works and what should be the association’s plan moving forward.*

*The members in attendance agreed to contact their local representatives and make the case for why this Legislation, if passed, would have the opposite affect than what was expected by eliminating jobs through automation.*

*Although the overwhelming feeling was that holding off the repeal of the tip credit was a long shot, the group rallied and gave it their best shot. I am happy to report that in June the Legislation passed the Assembly and died in the Senate. Although we can’t be sure the tipping point, I would like to hope that some of it had to do with our members reaching out and having an open and honest conversation with their representatives as to the damage this may have caused to small business owners. I am also confident that the skilled efforts of our Lobbyist, Bill Crowell, had something to do with its death.*

*Although I am happy that we had members who attended our meeting to discuss this topic, I wish that we didn’t need to have such a pressing and potentially damaging issue to bring people out. It reminds me of the guy who starts hitting the gym and eats better after he hears of someone (just like him) who has a heart attack. Usually, this “new lifestyle” is short lived, after the initial impact wears off he goes right back to his old ways.*

*I have preached time and again the benefits of being part of a state association. People just like you, who face the same issues you face, might just have some advice to help you sleep a little better at night. I would like to thank the members who attended our meeting, made calls and educated their representatives and played a part in preventing the repeal of the tip credit. We are by no means out of the woods as this issue will continue to be brought up. It is up to us to continue our part to educate our representatives as to the “real world” impact that their proposals have on small business. If we sit idly by while this happens we have no one to blame but ourselves.*



Walter Hartl  
NYSCWA President

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

\*Deceased

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# Tips on Tipping Legislation Featured Spring Meeting Topic

The New York State Car Wash Association (NYSCWA) met Wednesday, May 24, at The Clarion Hotel at The Century House in Latham to explore the current legislation regarding tipped workers and its affect on the membership. NYSCWA Lobbyist William Y. Crowell, III, of Cozen O'Connor brought the group up to speed. He shared the importance of reaching out to key legislators and educating them on the fact that this legislation would be harmful to some of our members.

The bill was introduced by Senator Jesse Hamilton and Assemblyman Francisco Moya to eliminate the tip credit for carwash workers. This bill basically says that the recently adopted and escalating minimum wage is not sufficient and would require all carwash oworkers to be paid the minimum wage without allowance for gratuities.

Since the meeting the Legislation passed the Assembly, but was defeated in the Senate. Crowell is keeping a close eye on it, however, as he suspects it will be reintroduced during the next session. ■



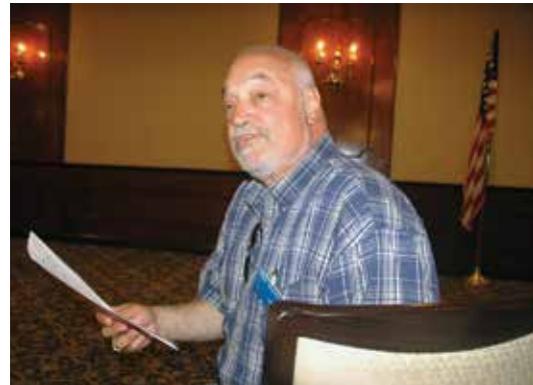
*NYSCWA President Walt Hartl of Hoffman Car Wash.*

## New York State Car Wash Association Profit and Loss

January - July, 2017

<b>Income</b>	
Meetings Income.....	9,145.00
Membership Dues.....	15,800.00
Northeast Convention Income.....	29,262.84
PAC Contributions.....	75.00
Promotional Fees.....	120.55
Vendor Sponsorships.....	3,600.00
<b>Total Income.....</b>	<b>\$58,003.39</b>
<b>Gross Profit.....</b>	<b>\$58,003.39</b>
<b>Expenses</b>	
Advertising/Promotional.....	104.40
Credit Card Fees.....	399.00
Director Fees.....	12,250.00
Insurance Expense.....	1,433.00
Legislative Expense.....	300.00
Legislative Fees.....	8,000.00
Meetings Expenses.....	12,509.39
Office Expenses.....	571.74
Postage Expense.....	382.34
Printing/Graphics.....	195.50
QuickBooks Payments Fees.....	682.94
Telephone.....	130.91
Travel.....	259.55
<b>Total Expenses.....</b>	<b>\$37,218.77</b>
<b>Net Operating Income.....</b>	<b>\$20,784.62</b>
<b>Net Income.....</b>	<b>\$20,784.62</b>
Checking Account Balance.....	63,421.56
Money Market Balance.....	54,143.89
<b>TOTAL.....</b>	<b>\$117,565.45</b>

Monday, Jul 31, 2017 08:00:41 AM GMT-7 - Cash Basis



*Mike Benmosch, NYSCWA treasurer, updates the group on the association's finances and PAC fund.*



*NYSCWA Lobbyist, Bill Crowell, educated attendees on the work-ings in Albany and the Tip Credit Legislation. He is an invaluable resource for the association.*

# NYSCWA Continues to Oppose Tip Credit Elimination

By William Y. Crowell, III

My last column focused on legislation, which would eliminate the tip credit for carwash workers. This legislation S.2664 A Hamilton and A.2967 A Moya, when last written about was in the Labor Committees in their respective houses. Significant developments took place on this legislation during the legislative session.

During the final days of budget discussions at the end of March, this legislation surfaced as part of the budget discussions. It was proposed for inclusion in the Education, Labor and Family Assistance article VII bill. It was ultimately rejected for incorporation into the budget but a serious effort was made by the Senate sponsor Jesse Hamilton. A number of Senators were unconvinced of the necessity of carving out only carwash workers from the tip credit, particularly in view of the Department of Labor's acceptance of the wage board recommendation to review whether the system of cash wages and tip credits should be eliminated.

The consideration of this legislation in the context of the budget made it clear that this bill would be a priority during the remainder of the legislative session. This legislation received significant support from the Retail Wholesale and Department Store Union, the New York State AFL-CIO and the various groups in New York City that participated in the "Wash New York" campaign. Stuart Applebaum, the President of the RWDSU in the Huffington Post column on March 31, 2017, articulated his position, "But the tip credit does not work in the car wash environment. It's a vehicle for wage theft and contributes to systemic underpayment of car wash workers, exactly what the car wash unionizing cam-

paigned and car wash workers have been fighting against. Investigations have shown that employees don't always receive the tips customers presume are going into their pockets." The foregoing encapsulates the proponents' argument for enactment of this legislation.

The tip credit repeal legislation was originally introduced in 2016 as S.2541 Hamilton. There was, however, no action on the bill. Once it became apparent that it was a priority for its sponsors, NYSCWA focused on engaging its members in grassroots outreach to their respective legislators to express their opposition and to counter the arguments made by the proponents.

The Assembly and Senate versions of the legislation were amended on May 24 and May 26, respectively, to limit its application to carwashes in New York City. This amendment represented a positive development for many carwash operators but continues to adversely impact New York City operators. It also represents a bad precedent for potential future expansion beyond New York City if it were enacted. From a practical perspective, the amendment eliminated the opposition of many legislators whose constituents were no longer covered by the bill.

The Assembly Labor Committee reported the amended legislation to the Assembly Rules Committee, which in turn reported the bill to the Assembly calendar. This bill overwhelmingly passed the Assembly with a vote of 113 ayes and 30 nays. The Senate bill, however, remained in the Senate Labor committee. This bill will remain subject to action for the remainder of this year should the legislature return to session. If this

bill is not passed by the Senate this year, it will remain active during the 2018 legislative session. It is highly unlikely that the legislature will return to session to take up this bill.

The Assembly sponsor Francisco Moya is running in a Democratic primary for the New York City Council. If he ultimately is elected to the city council and resigns from the Assembly, another member will certainly sponsor the legislation. This legislation, particularly against the backdrop of an election in 2018, will remain a priority in the Assembly and also for the Senate sponsor Jesse Hamilton.

The New York State Car Wash Association (NYSCWA) remains committed to continuing to educate legislators and their staffs about the carwash industry.

The vast majority of carwashes operate within the law and pay their workers the minimum wages to which they are entitled. Carwash operators are small businessmen who provide employment and contribute to their communities. The entire carwash industry should not be unfairly painted with the broad brush of wage theft. The continued development and refinement of automation in the carwash industry provides significant options to respond to the implications of mandating higher operational costs through the elimination of the tip credit. NYSCWA and its member will work collectively to continue to oppose elimination of the tip credit. ■

*William Y. Crowell, III, is a partner with Cozen O'Connor. You can reach him at 212/883-4944 or [wcrowell@cozen.com](mailto:wcrowell@cozen.com).*



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*Go Mets!*

# Annual Baseball Event Doesn't Disappoint!



The New York State Car Wash Association (NYSCWA) headed out to the ballpark on June 14 to watch the Mets take on the Cubs at Citi Field in Queens. And they certainly did not disappoint by beating the Cubs handily 9-4. The annual pilgrimage was attended by 50 in the sold out Porsche Party Suite and capped off with a group photo on the field prior to the first pitch and a visit by Mr. Met (the team's mascot). "You just can't top this event," said NYSCWA Treasurer and Event Coordinator Mike Benmoschè. "The weather was perfect, everyone had a great time and the Mets won! What more can you ask?"

The event, now in its 11th year, is a great time for operators, vendors and their kids. "We encourage family participation," said Benmosche. "It's a really special memory to watch a game from a suite and to be able to do that with your kids is priceless.

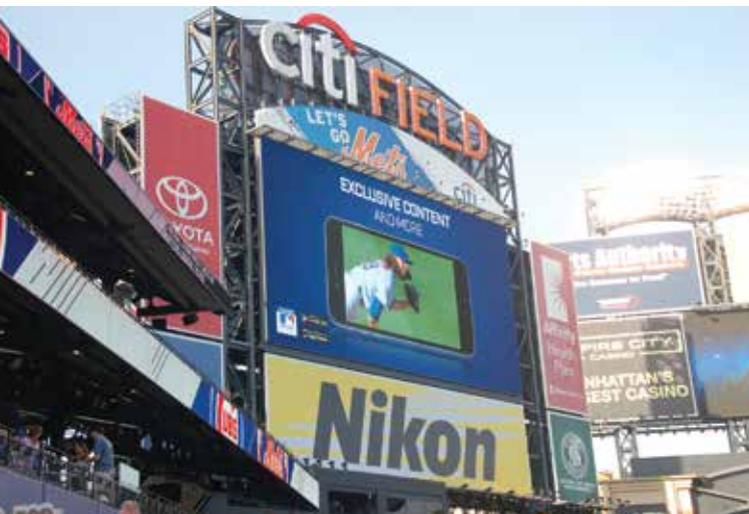
"We've been hosting this event for more than a decade and I'd like to give a special shout out to Stuart Rosenberg for helping us make this happen every year. Thanks, Stu!"



*The annual event was initiated by NYSCWA friend Stuart Rosenberg of Beverly Hills Hand Wash in Mahwah.*

## A special thanks as well to the following event sponsors:

Battling Practice Sponsor Micrologic Associates, Grand Slam Sponsor Innovative Control Systems, Home Run Sponsor Simoniz USA and Triple Play and Ball Park Sponsor ZEP Vehicle Care. ■



*The annual pilgrimage to Citi Field was a home run. The Mets beat the Cubs, 9-4!*



*Ok, no fista cuffs, Mr. Gabrelli!*



*Doug and Ryan Rieck of Magic Wash in Manahawking, NJ, came out for a great night of baseball!*

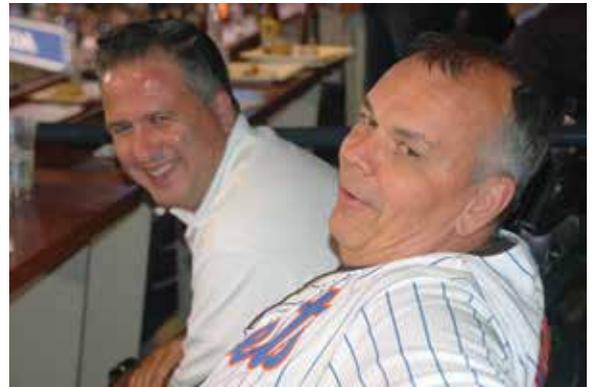
*Raechel and Kathleen Rieck. Raechel just graduated from the 8th grade. Congrats!*



*The father and son team of Pete and Eric Beames LOVE their Mets!!*



*Simoniz USA's Tom Whited and Jake Collison.*



*Micrologic's Miguel Gonzalez and John Coyle seem to be having fun!*



*The early birds to the suite were able to grab a quick pic on the field before the first pitch.*



*Team Gonzalez had some fun with Mr. Met.*

# Colonial Steps It Up – Again!

Colonial Car Wash owner, Dave Fusco, has been stepping up his wash game at some of his facilities with brighter tunnels boasting new equipment. His latest renovation was recently completed at his Western Avenue wash in Guilderland, NY. This express exterior now features Glasbord in his tunnel, upgraded equipment and free vacs. The site also boasts a colorful array of landscaping.

Fusco operates four washes in the Schenectady, Guilderland and Rotterdam, NY, markets. He built the Guilderland wash when he was 19 with the help of his Godfather. He is celebrating his 40th year in the carwashing business. Congrats, Dave!!

*The express exterior site, owned by Dave Fusco, features gated entry, free vacs and inbay as well as traditional self-service cleaning — and a whole new tunnel look and feel.*



*In addition to colorful signage Fusco has colorful greenery around the wash.*



*The 40-year-old wash sits on busy Rt. 20 in Guilderland.*



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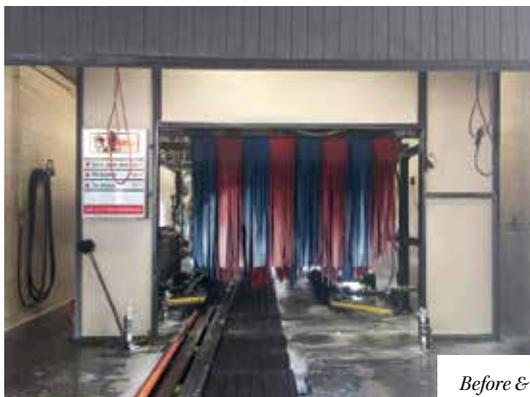
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# Claims Management for Profit

By Mike Benmoschè

Every once in a while, an old article is worth revisiting as the message is just as timely and important today as it was in the past. Back in 2005, I wrote about the critical necessity of enacting some measure of a claims management process for your wash. I would like to offer this information once again with a few updates as a reminder that, if you haven't already, it's time to incorporate a formal claims management system into your safety protocols at your stores.

Operators all over the country are experiencing higher insurance costs and/or difficulty finding companies to quote their insurance. I believe that much of that position is a result of a lack of a plan to control the claims and incidents occurring at their locations. Too many also take a passive role in monitoring and mitigating these occurrences on a regular basis.

The carwash industry can help improve this situation with a concerted effort toward claims management. With a long-term commitment to address the major issues associated with adverse losses, we can effectively improve the desirability of providing stable markets with competitive pricing. Many readers may not yet find themselves in this situation as yet, and consequently may believe that this does not pertain

to them. I can introduce you to several fine operators who thought that too until it was too late. In the following paragraphs, I will highlight some of the most important topics that I believe are paramount to achieving this goal.

The first point I would like to focus on is how you, the operator, should be involved in the claims process. From the moment you or one of your employees is notified of a potential loss, there should be a written policy on how to proceed. This should include, but not be limited to, at least documentation of the incident.

Even if you believe this to be a minor claim, it needs to be documented in writing. If possible, you should get signatures from the claimant. This is particularly important when bodily injury is involved. Also, report this to your agent or company as soon as possible. Let them determine if it warrants consideration. If necessary, take pictures and list witnesses (complete an incident report).

Finally, if a formal claim arises, get the name of the company adjuster and stay in touch with him/her. Be sure to let them know that you are very willing to cooperate with them and will supply as much information as possible. If you maintain contact with them they will be less likely to settle when the case does not warrant it. Remember too, the more documentation you can provide, the better the company can defend this loss. Properly preserving this evidence is also a very important step. Many claims don't escalate until a date much later than when it happened. This process makes a world of difference in controlling costs associated with each incident.

You can also help keep claim costs down by requesting certificates of insurance from all independent contractors that perform work on your behalf. Additionally, your company should be listed as an additional insured on their policy for each job they do for you. The limits of insurance on their policy should be equal to or greater than yours. This prevents your company for paying a loss that one of these contractors may cause. For instance, we experienced recently a fire loss in the amount of \$350,000. The cause was a faulty heater that had been installed in the past few months. When our carrier attempted to subrogate against the contractor to recoup their losses, it was learned that he had no insurance. So our company and operator now own a claim that they shouldn't have to own. Had our insured requested a certificate of insurance from the beginning, this would have been avoided. The worst part was that I was unable to secure a competitive product for their renewal as a direct result of this claim.

Another way to improve your claims activity is from education and making your managers accountable. Your employees must be properly trained and specific procedures must be provided. Follow through is extremely important. If management at the highest level doesn't demonstrate their commitment, it will not get done. This is just as important

*Continued on page 95...*

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

Dr. Seuss

## Session 11: Hello, Goodbye, Thank you (3 Things to focus on)

By Ray Justice

If you read the previous 10 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 we covered Motion, Movement and Stretching. Third was Sleep, Rest and Recreation. Fourth was Health-Focused Reminders. Fifth was Personal Habits, including Movement and then the importance of Water. Sixth we touched on General Health and Longevity with tips from GGB who lived to be a very healthy 100 years old. Seventh was Head Stuff – tying in your mind, thoughts, beliefs, etc. Eighth was More Head Stuff – letting go of fear-based thoughts and the power of self suggestion. Nine was Mindfulness, the natural way our thoughts drift on their own if you do not give them direction. Ten was about Personal Energy Awareness – Having a great energy day.

Our general theme is to encourage you to get to know yourself through personal observation. Your body will tell you a great deal. How are your energies, your thoughts, what you eat and drink, your movement and exercise habits? 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, Freedom, 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

If you can create a habit of these three things, it can have a major positive impact on your life, the way you treat people and the way they respond to you.

### Hello

Hello – Hi – How’s it going? – Hey! – What’s up? – How are you? – Hi, There – Greetings – What’s new? – Good morning – Hello, Sunshine – Aloha!

Our greeting, our first encounter of the day is important as it sets the tone for whatever is next. It can also be a BEAUTIFUL thing. So many of our words are automatic and most of us use the same greeting for everyone.

Our words, the tone in our voice, the look on our face all say something about how we are feeling or how we feel about the person we are greeting. Even beyond words, tone and look, we pick up energies from each other that are even stronger.

So, when greeting another be aware of how you feel about yourself in that moment as it will be transferred to the other. That leads us to pay attention to, be aware of, how

we greet ourselves, especially the first thing in the morning. “Good Morning, a Beautiful Day,” is much better than “Ugh! Another day to work!” If it were a raining day use “Good Morning Universe, thank you for watering our flowers today.”

Here are a series of contemplative questions to ask yourself. It is a good idea to actually write out a reply to each question. There is something about writing that embeds and plants the lesson in our subconscious.

The first time you see someone, that day, how do you acknowledge them? What is your standard, “Hello?” What greeting do you use?

Do you want something from them or are you just happy to see them?

Do you ask a question when you really do not care about the answer? Like, “How are you?” or “What are you doing?”

Do your eyes, voice, body language and how you feel say, “you are important to me” and “I am glad to see you?” Is there sincere enthusiasm, warmth and a smile?

If everyone is your mirror, what do you get back?

While you are at it, how do you greet your world each day? “Oh, no not another day” or “happy to be here, Hello Sunshine.”

The same philosophy fits with email. Text we don’t bother to acknowledge or at least not consistently.

An interesting word is Aloha. In our country it can be used for greeting or for parting. The real meaning of Aloha is peace, compassion and affection.

### Goodbye

Now the closings, the goodbyes. I have a word doc on my computer with a list closings for email messages. I like to use ones that are not common and more personal. Here are a few so you get the idea. “Wishing You Wellness,” “Peaceful Thoughts,” “Ciao,” “Bye,” “Aloha,” “Pura Vida,” “Tout a l’heur.” The last two mean “life is good,” and “see you soon.”

Or, my latest favorite “Beautiful Thought & Happy Now’s.” A reminder to be aware of this present moment.

Have you thought in your mind or gotten the sense in your body that saying goodbye gives you a powerful feeling of appreciation for the future opportunity to greet again? Greeting is about connection where goodbye and parting is about separation.

Feel appreciative for the connection and feel thankful for the time spent and the opportunity to greet again is a happy energy.

## Thank you

This is interesting because “Thank You” creates an energy all its own. And it is a very powerful energy at that. On your way to greet and after you have parted say a silent “thank you” for the opportunity. The energy from that built-in sense of appreciation will bounce back and fourth between you. Thank you! Just the simple response of acknowledging some one who has helped you in some way is very powerful for you and for the person you are thanking.

Thank you if you have read this far. And if so, take the time to slowly read the included poetic verse titled, “Another Hello.” It refers back to this article and you should pick up the idea through another form.

“We must find the time to stop and thank the people who make a difference in our lives.” – John F. Kennedy ■

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



Ray Justice

---

## Another Hello

By Ray Justice

When I first see you  
my hello is more  
than greeting  
It has a really big smile  
built in

My body feels an  
expectation  
a sense of acceptance  
and appreciation

You are such a joy  
to connect with  
and share our previous  
moments

If we are together  
for 2 minutes  
or several hours  
I don't want it to end.

But then, again  
when parting time  
quickly arrives

When we hug  
and tell each other  
be well

I know how  
We will feel  
When we meet again

Another chance  
And opportunity  
to say hello

Along with that  
big, on going smile  
waiting in my heart.

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---

I would love to know how many people actually read these. Also wonder, as with this writing do you pick up on the concept and awareness? Secondly, does the poetic verse relate to the article for you?

You can contact me at Ray@ThoughtCompass.com and it would be a big appreciation and thank you from me for doing so. ■

## Claims Management ... *continued from page 92.*

for a one- or two-man shop as it is for larger washes.

One more consideration in claims management is implementing a regular review of your loss activity. This can be accomplished by requesting an updated loss report from your insurance agent or carrier. I recommend a quarterly analysis. This will afford you the opportunity to identify disputed cases with enough time to address them before the surprise renewal appears. This also creates a forum to review what has happened and should help you learn what you need to do to avoid them down the road. Please note that this should include all incidents, not just the ones that had been submitted to the insurance company for reimbursement. If you don't have a process for recording and keeping a list of all the activity on the property, you are missing a valuable tool to prevent further problems.

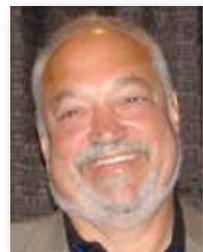
A written loss control or risk management program should be another part of your daily routine. Every owner and manager should be aware of the conditions that need to be addressed and should keep documented records confirming that they have been complied. Most insurance companies will be happy to assist you in setting up a plan at no cost.

Next, don't underestimate the improvement in claims activity that comes from instituting a solid security system. Central station alarms, drop safes, video surveillance, signage, etc. are precautions that can be a tremendous help in defending losses and deterring potential criminal acts.

One final issue that I believe can improve our industry's profile is the perception by some operators that insurance is the same as a maintenance policy. Clearly, this is not the case. Insurance is intended to compensate for the catastrophic loss, not the small claims that arise from minor mistakes at the wash. Choosing high deductibles is one of the ways that you can demonstrate your commitment to the insurance companies that you understand and support this concept. Again, this contributes to lower premiums in the long-term.

If everyone who reads this article can commit to implementing some or all of these concepts, we will be well on our way to protect the affordability and availability of insurance in the years to come, not to mention preserving the security of the plan you currently have.

Many readers, unfortunately, may feel that they don't have the luxury to implement a formal plan due to time constraints and costs. I submit that, when you factor in all the risks that you face without one, you don't have a more viable financial option. It really is up to you to take back control of this very important role in protecting the assets of your company. Please take this seriously, you have far too much to lose if you don't. Start today. Remember, a safe wash protects people and profits! ■



Mike Benmoschè

*Mike Benmoschè is with Carwash Insurance Program by McNeil, Cortland, NY. You can reach him at mbenmosche@mcneilandcmpa.com or 607/220-6344.*

# northeast carwasher



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