

northeast carwasher

The Atlantic City logo is a stylized, cursive script in blue and white, mounted on the side of a modern building. The building has a white facade with large windows and a prominent white pillar. In the foreground, there are green trees and yellow flowers.

26TH NRCC Celebrates Move to ACCC With Record-Breaking Numbers

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**Exploring a
Non-Qualified
Deferred Comp Plan**

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**For the Next Act,
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**Venus & Mars Talk
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remove salt and calcium

In the northern parts of the country, salt covered roads are equated with white gold by today's car wash operators. However, traditional sand and salt mixtures are being replaced by many municipalities with a liquid brine mixture and other treatments which prove to be tackier. These solutions stick to the surfaces of vehicles, are harder to remove and as a result can be more corrosive.

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- ✓ EFFECTIVELY REMOVES SALT RESIDUE
- ✓ COUNTER ACTS THE ACTIVITY OF SALT BRINES AND ROCK SALT ON VEHICLE SURFACES
- ✓ HAS ANTI CORROSIVE PROPERTIES
- ✓ SALT NEUTRALIZER



NEUTRALIZES DEICING CHEMICALS

Simoniz DeSalt is formulated to effectively remove salt and calcium residues, counteracting the activity of salt brines and rock salt on vehicle surfaces. By neutralizing the corrosive properties of deicing chemicals.



INCREASES TIME IN YOUR BAY

Desalt can help to prevent rust and alter the adverse effects to vehicles. By simply switching your Bug Remover with DeSalt as one of the first options on your meter box, you can increase time in the bay without having to add new equipment, simply swap out your circles.

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Winter 2016

Vol. 21 No. 1

FEATURES

- 12 26th NRCC Celebrates Move to ACCC with Record-Breaking Numbers!
- 18 Golden Handcuffs: Is a Non-Qualified Deferred Compensation Plan An Answer?

IN EVERY ISSUE

- 6 As I See It
- 8 Op-Ed
- 10 Newsworthy
- 20 JoAnna's Gems
- 22 Towel Tips
- 24 Doug's Perspective
- 28 Venus & Mars
- 30 A Sign of the Times
- 32 Gary's Tech Tips
- 34 CAP News
- 36 CCA News
- 48 CWONJ News
- 58 MCA News
- 62 NECA News
- 72 NYSCWA News
- 96 Advertising Directory

... and more!

ON THE COVER

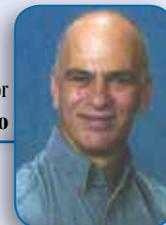


Cover photo courtesy of the Atlantic City Convention Center.

northeast carwasher



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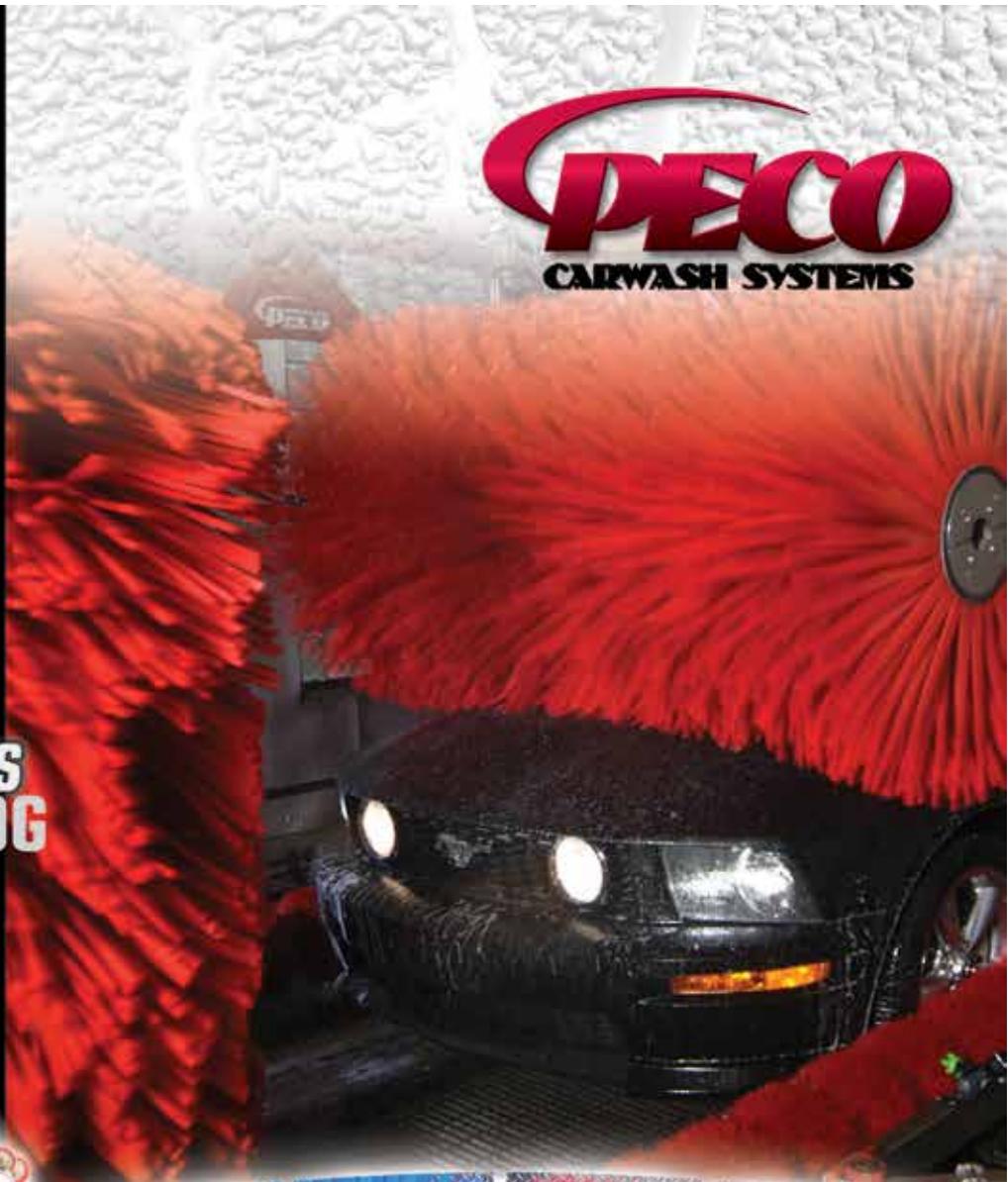
Space reservations and materials for the Spring 2016 issue are due January 25, 2016.

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If you missed the 26th Annual Northeast Regional Carwash Convention (NRCC), October 5-7, you really missed the boat. The annual show moved its venue to the state-of-the-art Atlantic City Convention Center (ACCC) for several reasons, but the most important was to better accommodate its growing show floor. In doing so, the event was able to attract 301 exhibits, the most in show history, and entice exhibitors to bring in more hardware and innovation. Basically, the NRCC had busted out of the Trump Taj Mahal, its previous venue, and needed a larger, more professional floor space to accommodate its growth. The result was well received by vendors and attendees with ease of set up/tear down, ample spacing to accommodate more equipment and exhibits, a number of relaxation stations and more food. Although such a big change came with some trepidation for the NRCC board as there were several unknowns, it was definitely the right move for both vendors and attendees without question.

Throughout the three-day show the educational sessions were packed with nearly 200 in each program. From the tried-and-true Early Bird Panel Discussion to specific programming for self-serve and tunnel operators to Paul Fazio's engaging and honest talk about our industry's future, there was something for everyone – and a whole lot of take-home value. You can read more about the educational track on page 12.

After the show, the NRCC board sent out a survey and asked what attendees liked and disliked and how the show could improve. If you didn't get a chance to complete that survey, shoot me an email with your thoughts. Tell me what you liked or didn't like. I'll be sure to pass them along to our new management firm, Meeting Industry Experts (see related story on page 15). The NRCC board is always open to new ideas and suggestions. Its goal is to make the show the most cost-effective and informative one for both exhibitors and attendees.

Along those lines, mark your calendars for the 2016 show: September 19-21, again at the Atlantic City Convention Center and the Borgata Hotel Spa & Casino. It's a must-see event! You can also visit nrccshow.com in the coming months for news on 2016 education and if you have a great idea for a seminar, please share it with me!

Wishing everyone the perfect storm of washing this season and a healthy and prosperous 2016.



Suzanne Stansbury

Suzanne Stansbury
Editor/Publisher

2016 NRCC

Sept. 19-21

Atlantic City Convention Center
nrccshow.com

northeast
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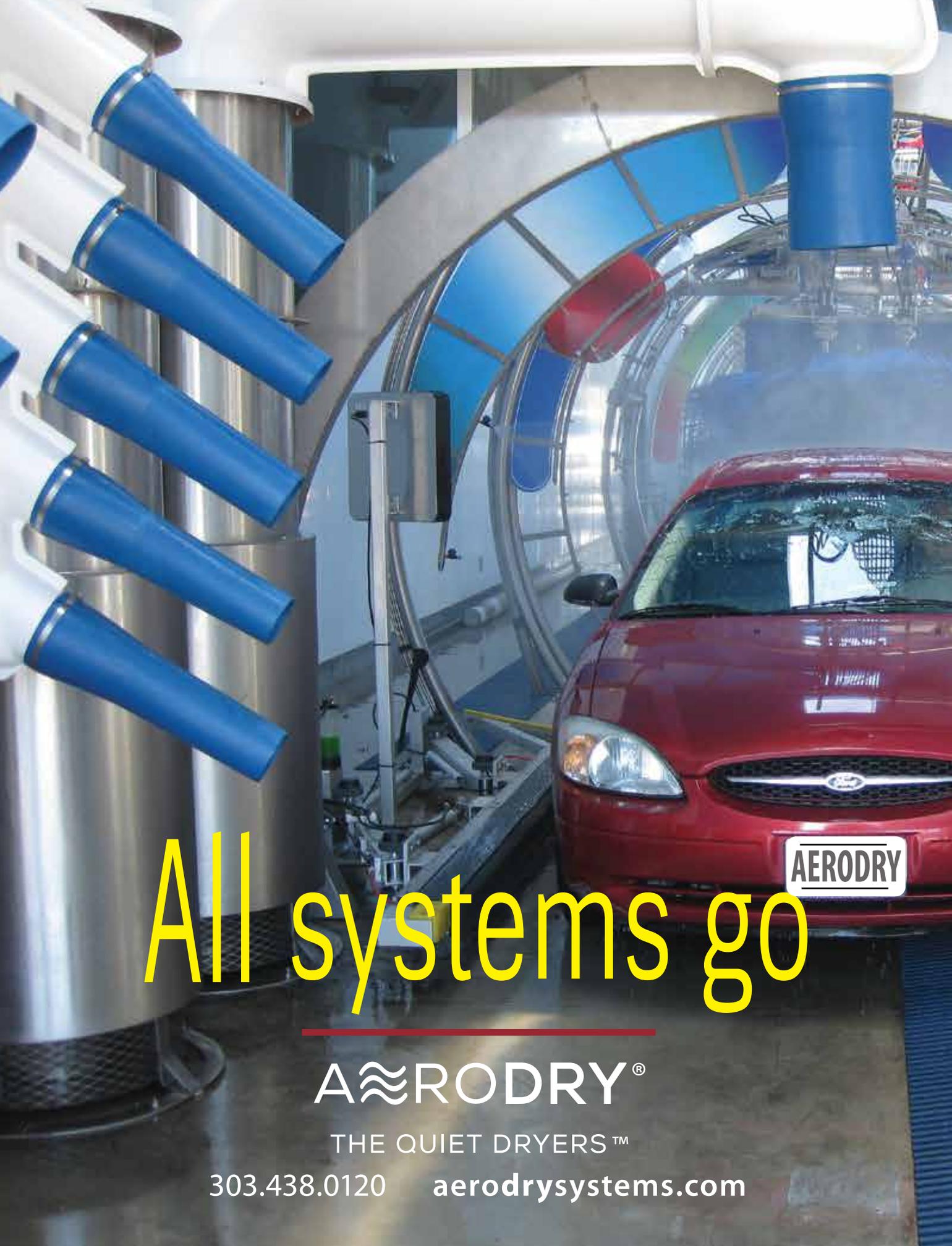
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How Do You Best Manage Long Lines During High-Volume Days?

Preparation. Hopefully, we will all have the “perfect storm” that brings us the potential of long lines this winter. The key is to be prepared, use position charts so employees know where they should be as soon as they come in, and don’t waste time “the day of” creating a plan.

Have all the supplies on hand, make sure barrels are full and you have backups. Make sure you have multiple service writers outside, with everything they need – books, wash cards, handouts, etc. Make sure you have your best people in their best places as these are not the days to train someone on how to guide on or greet customers.

Use the weeks leading up to the first busy day practicing. Bring your “busy day” crew in and have a run through, simulate what it will be like to have a lot full of cars and more on the way. And ensure that you have checked and double checked your equipment and looked for potential bottlenecks and work on ways to reduce them.



Lines will happen, situations will happen that slow you down so stay calm, have a plan and be ready.

Walt Hartl
Hoffman Development Corp
Albany, NY



Advance collecting and a good crew with a good rhythm will help.

Ron Bousquet
Randy’s Car Wash
Medford, MA

WASH VOLUME INDEX

We have taken the pulse of four East Coast operators to see where their volumes are compared to last year (YTD). For October 2014 to October 2015 the numbers are very strong with a gain of 17.7 in upstate New York, +14 percent in Boston, +8.1 on the Jersey Shore and +8 percent in the Mid-Atlantic. Let’s hope it continues into a perfect storm of washing this winter!



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.

Grace for Vets Breaks Records!



Grace for Vets 2015 hit a record number of participating washes with more than 3,000 locations in four countries. This worthwhile event was founded by Pennsylvania operator Mike Mountz in 2004. We’ll speak to him in our spring issue for all the details!

Congrats to all who participated in honoring our service men and women on November 11.

To learn more visit graceforvets.org

Site on the Mind



The backdrop to the Glen Burnie website in Glen Burnie, MD, is foam and water. You almost feel like you’re moving through the tunnel as you’re checking out a very colorful and information-packed website. Once you get passed the animation, the company logo is front and center and around it are the addresses to the two Glen Burnie locations. You can then choose from one or the other with a convenient arrowed button and be drawn into all the information you need on the page you are exploring.

In addition to a rotating photo display of the wash itself, you can get directions, coupons, information about their unlimited club membership and dog wash, and some history of Glen Burnie (a landmark since 1983). You can even learn about the services offered – just what a curious customer or customer-to-be needs. Great job, Glen Burnie. Check it out for yourself at www.glenburniecarwash.com



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

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Biking Buddies



Bicycle enthusiast and Immediate Past President of the Mid-Atlantic Carwash Association (MCA) and this year's Northeast Regional Carwash Convention (NRCC) Chairman, Dave DuGoff, gave his friend from the north, Mike Benmosche of Carwash Insurance Program by McNeil, a picturesque tour of the nation's Capitol along the Potomac before a recent MCA meeting. Despite the fact that Mike blew out two bike tires and can still barely walk, a great time was had by all! ■

G&G LED EXPANDS ALBANY FOOTPRINT



G&G LED, Albany, NY, announced it has tripled its warehouse and office space to accommodate its continued growth, according to a company press release. "We've not only added extensively to our executive staff, but we have also released several new waterproof product lines, enhanced other features and received multiple new product certifications this past year alone," said Jason Baright, president of G&G LED.



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The new 6,500-square-foot location in Albany was selected specifically “to further the company’s expansion into new markets with cost-effective, highly reliable LED lighting products designed especially for harsh, wet environments,” stated the release. “This move offers even greater customer and distributor support through the addition of more stock inventory, increased service staff and decreased lead and transit times,” explained Baright in the release. “We also have a much larger R & D area containing larger testing chambers, manufacturing capabilities and equipment.”

Baright reported that in just five years, G&G LED has emerged as an industry leader through the “introduction of a proprietary form factor utilizing a plug-and-play, daisy-chain connection/wiring method that provides a modern look, easy installation and enhanced reliability.”

The company plans to evolve and expand with more new hires, product enhancements and ongoing rollouts into new markets within the upcoming year, according to the release.

Founded in 2010, G&G is a manufacturer of wet location lighting for harsh, commercial applications. ■

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

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**ENNING, LOOGMAN INDUCTED
 INTO CAR WASH HALL OF FAME**

Dr. Joseph Enning and Ger Loogman were inducted into the Car Wash Hall of Fame during the opening reception of the Car Wash Show Europe in Amsterdam, the Netherlands, this past October, hosted by the International Carwash Association (ICA). This award recognizes innovators, leaders and pioneers in the industry.

Enning, who died in May of 2014 at the age of 85, was the founder of a number of carwash-related businesses including several in the United States and the extremely successful Mr. Wash chain in Germany.

Loogman comes from a petroleum background. He added a carwash to his operation in 1983 and got the bug. Since then he has continued to grow his wash business and is noted as being one of the

most successful operators in Europe.

The next Car Wash Show Europe is slated for the fall of 2017. ■

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

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**HYDRA-FLEX EARNS SPOT
 ON INC. 5000**

INC. magazine ranked Hydra-Flex, Burnsville, MN, Inc. #3047 on its 34th annual Inc. 5000 with three-year sales growth of 114 percent, stated a company press release.

One of only 177 manufacturers on the list, Hydra-Flex CEO, Jaime Harris, attributes their success to their mission of developing products that solve customer problems. “We develop fluid handling tools and techniques that create quantitative value for our customers – innovations that save money, reduce waste, last longer, work faster, etc.

“To be on the list for a second time is a tremendous honor.” ■

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

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

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

This marks the fourth consecutive year that PDQ and the Dover Foundation have made a donation to Make-A-Wish of Wisconsin, which grants the wishes of children who have been diagnosed with life-threatening medical

conditions. Specifically, this year’s donations helped make the wishes of two ill Wisconsin children come true:

Delaney, a teenager diagnosed with a rare form of cancer called multiple endocrine neoplasia, received her wish by traveling to Atlanta, GA, to shop for a new wardrobe, participate in a beauty pageant and spend time with Kim Gavel, the star of her favorite television show *Kim of Queens*. Evangeline, a two-year-old diagnosed with a terminal brain tumor, had her wish come true by traveling with her family to the Bahamas to spend time together not worrying about radiation treatments, doctors visits or her poor prognosis.

“It’s a tremendous honor to be able to partner with well-respected organizations like the Make-A-Wish Foundation of Wisconsin and help such special people as Delaney and Evangeline,” said Andrea Brazeau, HR Generalist for PDQ Manufacturing. “Giving back to the local communities in which we operate is very important to PDQ, Dover Corporation, and its employees, and we’re extremely pleased to once again support the vital mission of the Make-A-Wish Foundation.” ■

[For more information visit www.pdqinc.com.](http://www.pdqinc.com)
[For more information on the Make A-Wish® Foundation of Wisconsin visit www.wisconsin.wish.org.](http://www.wisconsin.wish.org)
[For more information about Dover Corporation and the Dover Foundation visit www.dovercorporation.com](http://www.dovercorporation.com)

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**STONER ACQUIRES
 MOTSENGOCKER’S LIFT OFF®**

Stoner, Inc., Quarryville, PA, a leading manufacturer of high-performance products for the home, automotive, industrial cleaning and molding industries, has acquired Motsenbocker’s Lift Off®, according to a company press release.

Motsengocker’s Lift Off® is located in San Diego, CA, and will add more than 10 new environmentally-friendly product offerings for professional and consumer use including patented, environmentally-friendly removers for stains, adhesive, paints, varnishes and caulks.

The acquisition was finalized in July. ■

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

26th NRCC Celebrates Move to ACCC with Record-Breaking Numbers!

The 26th Northeast Regional Carwash Convention (NRCC), October 5-7, moved its venue to the Atlantic City Convention Center (ACCC) and in doing so attracted 301 exhibits, up by 31 from the previous year, according to Show Chairman, David DuGoff, and an all-time record. “The move to the Convention Center was ideal,” said DuGoff. “There was space to walk around on the show floor, exhibits with more hardware, tables that you could use to get business done (or just take a break), and the entire environment was comfortable, bright and easy to use. We went out of our way to take care of our exhibitors and attendees,” said DuGoff. “That is the NRCC way of running a trade show.”

Moving the show to a true convention facility also meant breaking ties with the Trump Taj Mahal, the convention’s host facility for the last several years. “The Borgata, our new home, is a first-rate hotel that is clean, modern and the staff goes above and beyond to make your experience outstanding,” said DuGoff. “Shuttling back and forth to the ACCC was no big deal either, and with such a great hotel and exceptional dining options any small inconvenience was certainly outweighed. It’s first-class all the way at the Borgata!”

In addition to a packed show floor full of innovation and activity with 1629 attendees, the educational track was on target as well. “The best part of any show is the people,” said DuGoff. “There were lots of operators happy to be in the industry and they were eager to learn and grow through our educational seminars that began at 7am. The energy I felt on the floor and in the seminars was palpable.”

In case you missed the seminar lineup there was programming for tunnels and self-service operators on Monday, October 5, and the traditional Early Bird Panel on Tuesday morning, October 6. The topics of PCI & EMV compliance were covered on Tuesday, as was security at the wash and a Keynote by the Maryland Director of Development for the Chesapeake Bay Foundation (CBF), John Rodenhausen, who



The 26th Northeast Regional Carwash Convention (NRCC) at the Atlantic City Convention Center in Atlantic City, NJ, drew a record number of exhibits to the three day event.



K & S Car Wash's Mark, Terri and Christopher Kubarek and NYSCWA President Walt Hartl.



McNeil & Co's Mike Benmoschè, Randy's Car Wash's Ron Bousquet and College Park's Dave DuGoff.

spoke on the bay's impact from New York state to Virginia. He was also awarded this year's Most Distinguished Person Award by DuGoff on behalf of the Mid-Atlantic Carwash Association, this year's host. The MCA has been raising money for the CBF for several years and supports its efforts.

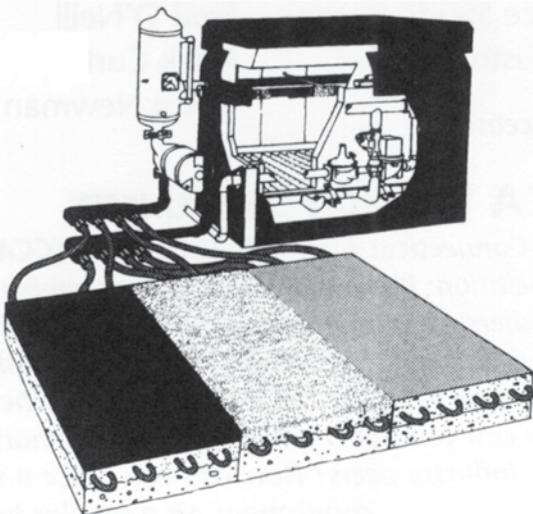
At the Tuesday Awards Luncheon DuGoff thanked the following sponsors: Platinum Sponsors Innovative Control Systems, *Professional Carwashing & Detailing* and Qual Chem;

Gold Sponsors Ardex Labs, Inc. and Micrologic Associates; Silver Sponsors Blendco Systems, DRB Systems, Inc., Erie Brush & Mfg. Corp., Kleen-Rite, Car Wash Insurance Program by McNeil & Co. and Simoniz USA; and Bronze Sponsors Hydro-Spray Wash Systems Inc., PetroCal Associates and Sonny's The Car Wash Factory for their continued support of the NRCC. He then asked the New York State Car Wash Association's Mike Benmosche, last year's Hall of Fame recipient, to help him induct the 2015 recipient, Walt Hartl of Hoffman Car Wash in Albany, NY. Hartl, a long-time NRCC board member, current New York State Car Wash Association president and two-time NRCC Chairman, received the honor in a heart-felt tribute

Continued on page 14...



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by Benmosche who has worked closely with him on the two shows they have co-chaired.

Wednesday's programming featured Sonny's Paul Fazio who gave a poignant state of the industry address and the final seminar included a lively discussion by Myrrh Consulting's Chris Brown on how to balance great customer service. "For those who didn't attend, you missed out on some really great educational sessions," said Ron Bousquet, the 2016 Show Chairman.

"But we will do everything we can to raise the bar a little higher in 2016. You can be sure of that!"

Another tradition of the show is its Welcome Reception, held on Tuesday night, sponsored by Innovative Control Systems (ICS), of Wind Gap, PA. This year's celebration was at the Borgata's 28 West and included heavy hors d'oeuvres and an open bar compliments of long-time sponsor ICS. "This event is a great opportunity to catch up with your fellow operators and review

the events of the day," said DuGoff. "I look forward to it annually, and thank ICS for their generous sponsorship and continued support."

The 2016 NRCC is slated for September 19-21 at the Atlantic City Convention Center with the Borgata as the host hotel. The New England Carwash Association is the host and Ron Bousquet is the Chairman.

**For exhibitor information contact
800/868-8590 or visit nrccshow.com.**



The Mid-Atlantic Car Wash Association's Heather Ashley and Dave DuGoff (right) presented John Rodenhausen, Marland Director of Development for the Chesapeake Bay Foundation, with a check for \$12,000 from that association after his keynote address.



Foam & Wash's Gary Baright, Randy's Ron Bousquet and Squeaky Clean's Gary Sloan.



Auto Glanz Solutions' Stu Levy and MCA President Heather Ashley strike a pose.



2015 NRCC Hall of Fame Recipient Walt Hartl proudly displays his trophy for his tireless years of service to the show. Pictured with him are 2015 NRCC Chairman Dave DuGoff and the 2014 Hall of Fame Recipient Mike Benmosche.



Blendco's Bob Rossini and Bill Carbonel.



The teams from K & S Car Wash and Rapid Laser Wash enjoyed the Welcome Reception sponsored by Innovative Control Systems at 21 West at the Borgata.



Bill Carbonel of Blendco Systems educated Allison Shackett of Car Washing Systems on titrations.



The event included a hearty carving station and complimentary drinks compliments of sponsor ICS.

More photos on page 16!

MIE to Manage NRCC

In an attempt to further expand the scope of its annual trade show and educational program, the board of the Northeast Regional Carwash Convention (NRCC) has retained Meeting Industry Experts (MIE) of Schenectady, NY, to manage the 2016 show, according to 2016 Show Chairman Ron Bousquet of the host New England Carwash Association. "We are just thrilled to be working with Brigitte Connors and her team at MIE to grow this show," said Bousquet. "Their level of expertise and experience is unmatched."

Since the success of the NRCC's move to the Atlantic City Convention Center (ACCC) in 2015, the board would like to increase the record-breaking number of exhibits past the 301 mark hit in 2015 and encourage vendors to bring in more hardware. They would also like to expand their reach beyond the Northeast. The 2015 show boasted a near-record breaking number of 1629 attendees. "MIE can help us get to the next level and strengthen our brand while

providing our vendors and attendees with more exhibits and education," said Bousquet.

MIE is a professional meeting and conference planning firm that sets itself apart by becoming passionate about the industry for which they represent. "We are thrilled to have the opportunity to work with the NRCC in 2016," said Brigitte Connors, MIE CEO. "We have begun the planning process and we are learning a lot about the industry and the past successes of the trade show and education segments of the conference, and we look forward to learning more."

The 2016 NRCC is slated for September 19-21 at the Atlantic City Convention Center with the host hotel being the Borgata Hotel Casino & Spa. For exhibit information visit nrccshow.com or call 800/868-8590.



New Jersey's Mike and Janice Conte.



Glenmont's Dennis O'Shaughnessy and his manager Ryan Travis.



Bob Stair and Thomas DePuty took a moment out of the fun to pose for the photographer.



Hoffman Car Wash's Walt Hartl (center) teams up with Shane Groff and Gregg Nerenberg.



Westbury's Paul Vallario, Steve Benfante and Nick Iorio.



The team from Professional Carwashing & Detailing magazine, the event's Media Sponsor included Associate Publisher Sandy Murphy, Editorial Director Rich DiPaolo and Group Publisher Tracy Aston-Martin.

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Golden Handcuffs: Is a Non-Qualified Deferred Compensation Plan An Answer?

By Lou Rendemonti

Imagine your key employee comes to you and tells you he is leaving. He has been hired by a competitor. After you get up off the floor, you ask yourself what could I have done to keep my key employee happy and satisfied? You paid him a good salary, gave him three weeks off for vacation, provided health insurance, a 401k plan and yet he still left. Other than make him a stockholder or partner, what else could you have done to ensure his longevity?

In today's competitive environment, business owners are seeking ways to reward their key employees in order to keep them motivated and retain their services. A Non-Qualified Deferred Compensation Plan provides a business with a way to provide generous benefits to only selected, key employees. The employees can be selected by criteria such as meeting certain stated goals and/or staying with the business for a stated period of time.

A Non-Qualified Deferred Compensation Plan is a written agreement between a business and key executive. The business

makes a contractual, unsecured promise to make future payment to a key employee if the key employee meets certain stated requirements. The payments may be based on a number of factors and the flexibility is almost unlimited. Traditionally, the Non-Qualified Deferred Compensation Plan provides significant benefits to the employee at retirement or to the employee's beneficiary if the employee dies before retirement. Disability benefits can be incorporated into the plan as well. The business receives a tax deduction when payments are made and the employee receives the benefits as taxable income.

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Some of the benefits to the business include:

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- ❖ Avoids most “ERISA” compliance rules required of Qualified Retirement Plans
- ❖ Gives the business control over plan benefits
- ❖ Provides “Golden Handcuffs” to lock in the key employees
- ❖ Can offer the business complete cost recovery
- ❖ Rounds out a business’ benefits package by providing additional benefits to any existing Qualified Retirement Plans.

Some of the benefits to the employee include:

- ❖ Enhances existing retirement savings
- ❖ Supplements existing qualified retirement plan
- ❖ Provides additional pre-retirement death and disability benefits
- ❖ Defers taxable income until benefits are paid.

A Non-Qualified Deferred Compensation Plan is a written agreement between a business and key executive.

Non-Qualified Compensation arrangements provide an attractive way for employers to provide benefits that help recruit, reward and retain key employees. The flexibility available in these arrangements, coupled with relative lack of government regulation, continue to make these attractive to employers and employees. ■

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Please, Sweat the Small Stuff

By JoAnna Brandi

Walt Disney once said, "There's no magic to magic, it's all in the details." Ahh, how true it is. Think back to when you planned a big event – a party, wedding, golf outing, or charity luncheon. How many little details had to come together to make a big impact? I'll bet it was dozens!

Walt was (and his company still is) masterful at creating customer experiences that are compelling, real, and so memorable that people want to come back time and time again, to "experience" his magic.

What about yours? Do all the details of doing business with you come together to make a remarkable impression on your customers and prospects? Is your wash one of a kind? A memorable "experience"?

Sweat Your Details

Isolate and improve all the details of your business. Take a look at your packaging, your communication materials, your parking lot, your front lobby, your company truck(s), your website, your payment options and even your voicemail message. Do they all reflect who you are, what you stand for, and who you want to be for your customer? Do they all make

it easy, clear, pleasurable and maybe even fun to do business with you? Do they make a statement about who you are and WHY you are in business?

Customers form their impressions of us from so many different places. Are the magazines in the lobby of your full-service tunnel or detail shop ones they really want to read? Are they current? I protested at my chiropractor's office when all the magazines had something to do with boating, golf or extreme sports. The kind of patients he cared for didn't match the reading material in the waiting room. We were getting his cast-offs. That didn't make me feel special or valued or appreciated.

Contrast that with my dentist's office. I never even mind a short wait since the magazines are fabulous and there is such a great variety – from health and fitness to food, to women's magazines and cutting-edge business.

The customer notices things you don't. Can you approach your business with a beginners mind, a naïve eye, and an open heart? Where can you make a small adjustment that makes a HUGE difference?

Start anywhere and find things you can enhance, improve, update, and uplift – all for the benefit of the customer. Does what you present to them shout "WE CARE" or "We're too busy to bother"?

Imagine that you are looking to find a new accountant and get the names of a few people in town. You phone each one to set up a time to talk. Two people have a voicemail message that sounds something like this, "Hi. This is Bob. I'm either on the phone or away from my desk. Please leave a message." A third has a message that sounds more like this, "Thanks for calling. This is Randy and today is Thursday, April 2nd. I'll be in the office from 8 - 2 today and then out at meetings. You can leave me a message here or call extension 638 and ask for Mel.

What do you instantly know about that third person? At the least, you know they care enough to make sure you know when they will be available and how to reach them if they are not. Randy's paying attention to you in a different way than Bob is. Isn't attention one of the qualities you want in an accountant?

First impressions and last impressions matter most. At the very least make sure how you begin and end an interaction with a customer leaves a great impression. I always believed that MAGIC stood for Make A Great Impression on the Customer.

Little things mean a lot. Go ahead take a look around - what little details can you make magical? ■

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



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Winter Towel Maintenance is Required!!!

By Valerie Sweeney

The middle of winter can be a tough time for anyone. For many of us, winter means bitter cold temperatures and lots of snow. Here in the Northeast, we are seasoned for long, hard winters. It doesn't mean we enjoy them, but we learn to adapt! While towel care remains mostly the same in winter, a few small changes can be made in order to help you through the coldest days.

Faster towel rotation plays an important role during the cold months. Once a towel gets wet, it will quickly freeze in cold temperatures. It is very important to change out your towels frequently on the line, and to never let their condition get to a point where they become more of a detriment than a beneficial tool. For those of you who use your towels slightly damp, you will need to use dry towels when the temps fall.

If you operate in the Northeast, 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. Carwashes that use microfiber to clean the windows will find that they can freeze, and cause streaking. Some will actually switch to cotton Huck towels for a few months, then switch back to their microfiber in the spring.

Another challenge of using towels in the winter months is manipulating them with bulky gloves on your hands. Smaller towels, like standard 16" x 27", are easier to handle than their larger counterparts. If you typically use a ½ bath towel or bath towel size on your cars, consider switching to a smaller towel during the winter months.

EXTRA TIP: Most of your vendors do a complete year-end inventory in December or January. If you are not picky about color, or are open to closeouts, ask your vendor if they have inventory they want to move.

Whether your hands are frozen solid as you are drying off the cars or you have snow gloves on, you naturally will not be able to handle the towels like you normally do. As a result, your crew could be accidentally dropping their towels on the ground more than usual. It is extremely important to train your employees to never ever use a towel on a car after it has hit the ground. The towel could pick up sand, gravel, or other debris that could scratch the car. Microfiber is especially prone to picking up dirt if dropped on the ground.

I always suggest using a lower-cost towel for wheels, rims and doorjambs. In the winter, this becomes even more important since there is much more salt and dirt on the roads. Both will contribute to shortening the life span of your regular towels. You could either purchase an inexpensive box of darker color towels, like a bar towel, or "rag" out your old towels once they start deteriorating.

Follow these tips and your towel drying should go smoothly this winter. While I am writing this before winter has even started, I can already tell you that I'm already looking forward to the spring! ■

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The NRCC Blew Me Away!!!

By Doug Rieck

Wow, this year's Northeast Regional Carwash Convention (NRCC) in Atlantic City was the best. The combination of having the show floor at the Atlantic City Convention Center (ACCC) and being back at the Borgata as the host hotel was a winning combination. This year's show looked, felt and was a big time show. Right down to even having an App keeping us in sync with schedules and events. I can't say enough nice things about the convention center. It is open, beautiful, new and the location at the foot of the Expressway is convenient (the train station is in the lobby!) The shuttle ride to the Borgata was about 5 minutes long.

This year's educational sessions opened on Monday afternoon at 2 pm with two great ones. The conveyor session had Auto Bell's Pedro Briceno talking about effective hiring to get long-term employees. The other was hosted by Mid-Atlantic Carwash Association's (MCA) Dave DuGoff our show chairman and featured panelists Tim Jones of Champion Car Wash in Nashville, TN; Robert Greene of Car Wash Express in Kingsland, GA; Paul Ferruolo of Mr. Sparkle in S. Windsor, CT, and Dan Callahan of Glen Burnie Car Wash in Glen Burnie, MD, on self serve and inbay trends and tips.

The second day of education had a session on PCI & EMV put on by Cliff Gray, followed by Mike and Heather Ashley from the MCA talking about Theft Prevention & Security at The Wash. Then, after lunch/awards and the Keynote it was onto the largest show floor in the history of the NRCC with 301 exhibits.

Those attendees who didn't stay until Wednesday missed two more great seminars: the first was put on by Paul Fazio of Sonny's about The Future of Carwashing. He had some fascinating statistics and a whole lot of knowledge about our industry and its future. The second and final seminar was by Chris Brown of Myrrh Consulting on Balancing Great Service & Sales to Maximize Revenue.

I would like to recognize a fact about the show that is often lost. Each year's NRCC is a group effort put on by the five member associations. BUT, most importantly, each year one association serves as host and literally runs the show and as a result imparts its own flavor and feel into it. This year's host was the MCA, which explains why, to us living outside its watershed, the keynote address was from the Chesapeake Bay Foundation's Director of Development John Rodenhausen. I live on an island with the bay my backyard – literally – and wash cars so the concept of water awareness and habitat preservation seems vital and natural to me. And in fact, more than 150 major rivers and streams flow into the bay's 64,299 square mile drainage basin, which covers parts of six states (New York, Pennsylvania, Delaware, Maryland, Virginia and West Virginia) plus all of the District of Columbia.

Regardless of our individual social and political leanings, and views on global warming, we can all come together

on the fact that water and watersheds are essential to our lives. There's no getting around that fact. Of importance to us professionally in carwashing is that the public perceives us as a big water user (we all know that we really are not). This gives us another reason to get involved and better educated. Thank you MCA.

The show floor was immense. This was the first year for the NRCC to be in a true convention center so I suspect and hope next year the suppliers will bring even more "Candy" (equipment) to the dance now that we have the space and facilities to handle it.

This year the show floor was pretty important to me because I'm making some changes. I got the answers and information I needed on our expansive show floor with its 301 exhibits. After much research, I was able to make a final decision based on what I learned, and confused myself further with other choices.

Often in reviewing a show I discuss many different suppliers and what's exciting. This year my listing is shorter, but not because of a lack of great stuff out there. Our industry is fortunate to have great, passionate suppliers. I am going to mention some names and if I missed your favorite, my apologies and my loss.

On The Floor

What's new? As always – a lot. I found one vendor, 2WayRadioPlus.com, that sells the mini Motorola 2 way radios used by many retailers. This season at my wash we are going to be "connected." I own a Laundromat so I was pleased to see Laundrylux (Wascomat & Electrolux) plus Equipment Marketers (Maytag) with booths. I use both at mine.

I was also delighted to see that Belanger had on the floor their new line of slow-turning LED lit Spin Lite equipment. I like the slower speed concept, plus the LED's at the core.

Sonny's as always had many innovations and upgrades. Of course, I stopped at Ryko/MacNeil and looked over their impressive line. One of the surprises was finding Geoscape Solar. This is a south Jersey solar company that installs solar for commercial buildings.

I have heard for years about Cobra Systems which offers heated CTA systems and it was fascinating to finally see one. I was busy looking at G & G LED lighting and Mile High LED systems. This is the year when I start shifting to LED at my washes.

The past year has been good for many of us in the Northeast which enables and mandates spending on equipment, which has not been my norm for more than eight years. I know in my case the motivation is that mechanical equipment has a finite usable life.

This summer I replaced a lot of washers and dryers in my Laundromat. This turned out to be an excellent move

Continued on page 26...



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financially because my Laundromat business significantly improved after the new equipment was installed.

Our industry in New Jersey has not seen the Express Wash boom that has swept through other parts of the country. The first few years of the boom I was surprised at the lack of units in New Jersey, then the bottom dropped out of carwashing. At that point capital reinvestment was a tough subject for most of us.

During the intervening years, a few locations converted and some new sites went up, but not many. I converted my full service to an express flex more than seven years ago and have never regretted the decision. In fact, I credit the change-over to enabling me to survive the post 2008 years. My timing was good for many reasons and if my timing had been off I never could have done it.

I believe the slowness to adapting for many in the Northeast is attributable to a variety of reasons including a large base of full service and exterior locations, high land prices and development costs, an older established operator base, fear of change, and proximity to the New York City carwash base.

But in the past six to eight months I sense a change is coming. Talking with other operators, I see a lot more interest. Two years ago the attitude was that it, "Won't work in Jersey." Now there seems to be much more interest. The question being, "Could it work at my wash?" Why not?

Conditions are changing rapidly and there is a tremendous push by Unions for a \$15 an hour minimum wage. In addition, as the economy has slowly expanded it is getting harder to find labor. Additionally, there has been a lot of press about chain restaurants starting to use iPads for ordering. Also, our customers have finally gotten used to self-checkout lines in stores such as the Home Depot.

The real bottom line is that full-service washing does not work. When you pay employees \$15 an hour perhaps super high-volume locations can afford the labor, but most of us are not super high-volume washes.

Gated entry with pay stations does work that labor cost. Flex service can be added and gives our customers who are willing to pay extra a chance to get a full service experience.

At several sites in New Jersey there have been several superb express washes put up and they are doing real numbers with happy customers and owners. Many of us have visited them. I expect there will soon be more because the concept works.

The concept of express washes is made possible because of three things:

1. Advances in carwash equipment,
2. Computer Point-of-Sale automation and
3. Marketing strategies.

What I'd like to stop and point out is that you can't just graft a new gated entry Point-of-Sale system on an existing wash. Remember the three principles of carwashing: Clean, Dry, Shiny. If you are removing workers the equipment has to be there.

Another point is space. You must have the room on your

lot. When I did mine, I just barely had enough room and had to pour a lot of new concrete curbs and driveways. It is easier by far to build a new Express wash, but conversions are often possible.

Looking very briefly at the equipment essentials you have to deliver clean wheels and this typically means an upgrade, usually a combination of high pressure spray and cloth or bristle wheels.

A second set of wraparounds might also be needed. Then to deliver shiny, black tires some form of Tire Shiner might be added. Drying the car is always fun, which usually requires more blowers. As we all know, no matter how hard you try some water will be left on the car. Those leftover water drops will spot the car. The answer to that is to install a reverse osmosis unit so that every car will get a spot free rinse.

The good news is that there is a lot of sensational equipment out there. As always the bad part being the price tag. But the choice is a binary one – spend the money on labor or equipment. I know what my choice is.

Marketing Strategies

What a bunch of corporate sounding words. Carwashing is the industry which developed the HOT WAX marketing strategy. Our history shows that we can be pretty effective. Two strategies immediately come to mind. The first is a simple no brainer Wash Club. Since you have a modern POS with gated entry a wash club with RFID is easy. Plus customers really like it. I have one and am enthusiastic.

The second marketing strategy is FREE VACUUMS. Now that many readers have suffered heart attacks, sorry to use that word free. As a carwasher it is hard to like the idea of giving away anything. But, Free vacuums work and drive a lot of volume to a wash that has them. Just regard them as part of your promotion. Out of curiosity, I have asked many in express carwashing their thoughts and the overwhelming answer is that they work well. Customers love free vacuums and the marketing strategy works. Numbers I cannot give you, and that was my hang-up for years. I like to quantify. I just couldn't. All I could find was anecdotal. Regardless of the lack of quantification, it works.

Now the question arises how do you implement free vacs? Because it is part of your marketing and identity, they have to be bold and visible. The current standard is with large overhead booms and hoses, most often with a large central producer and tubing, and of course with lots of trash cans. I have been to several Express carwashes which use converted self-serve vacuums and either have push buttons or drop a token from the Pay Station. As always in carwashing it's a matter of choice.

Have a great winter washing season! ■

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



Doug Rieck

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Dear Venus and Mars,

We are headed into our busy season... what have you done differently this year to make sure you are ready to maximize your volume?



Heather Ashley

Venus Says

There are several things we are hoping to get done before winter really arrives in the valley. Some are outside touchups but others are those inside that will help us be more productive.

Outside we still hope to paint the bays and replace a vacuum island. However, it is already in the 30s here at night so those activities might be put on hold.

Inside we have plans to order new supplies and create a more organized parts system for quick winter repairs. Mike had a conversation at the NRCC that yielded a great idea; we hope to have a single area that identifies parts by number and has not more than about three per item. When you get down to one, you reorder and the part numbers are right there.

We have a very rural unattended self-serve wash that we have had freeze-up trouble with in the winter. There is a weep system but when the customers fail to put the brush back in position that water freezes, things pop, and we look like an ice tunnel. We actually have a propane torch that we gently use to thaw out such intense situations.

In the past two years we have done something very radical. When we get into sub-freezing weather, we rope off and close the wash. That typically has lasted not more than about 7 weeks.

This year is different. For that rural wash we have decided that we will remove the brushes and stay with wands only for the winter season. That way we remain open as long as they continue to put the wand back in the right position.

So bring on the winter! We have a plan to weather the season better than ever before! ■

Mars Says

Well, winter is upon us and hopefully from a maintenance standpoint you are prepared. From a business standpoint the winter can go either way. In my 25 years of washing cars, I've had winters that were my best season of the year and winters that were my worst. Obviously, the weather is the major factor which goes into determining a good season as opposed to a bad one. A cold winter with no snow and salt, a warm and wet season or too much snow all make for poor carwashing conditions. Conversely, small and frequent snowfalls with cold temperatures result in lots of salt on the roads and very dirty cars. The latter is what we saw the second half of last winter that resulted in record carwashing numbers.

Preparing for the busy season is difficult because in this business it is very hard to predict. In a full-service wash, staffing is the biggest issue and it is hard to get extra staff in on those peak days that are few and far between. We often bulk up on staff at certain times when it should be busy, but clouds cover the sun or the future forecast keeps the volume down. When these unfortunate circumstances happen your cost per car rises dramatically because volume is not what you anticipated. After all of these years, I still do not have the solution to the labor issue other than automating as much as possible.

This year, however, we plan on educating our employees better on how the business operates and the inconsistent high- and low-volume patterns.

If we can get them to better understand the patterns, and during the busy times when tips are better, we can hopefully get more employees to look for extra hours during their off time. This would speed up production and put more money in our employees' pockets.

After the record cold temperatures we had last winter we were forced to close down at times due to inadequate heating. This year we have installed all new heat that can handle the coldest of temperatures. This will keep my tunnel open during the most extreme conditions.

I look forward to Mother Nature cooperating with us and a busy carwash season. Good washing to everyone and stay warm. ■



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:
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Evolve Your Brand to Reach All Markets

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 them is thriving. This may point to a desire to return to a simpler time. And you know, a man cave just isn't a man cave without at least one!

These signs 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 corporations adapting 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. 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 the reaching of that objective traded on their participation in

the new rocket travel program by happily proclaiming 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 signs, logos and messages 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 cultural changes and update our signs and branding. Failure to adapt to the new generation of buyers shows a failure to relate to the new consumer entering the marketplace.

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

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

Does your business use Facebook, apps, and websites? The operative here being the word "use." Not just having these things but having a well-designed approach to penetrate that part of the market and keep 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 Jetson's 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 sign to hang in their cave! ■

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



Perry Powell

Bend, Don't Break: Dealing With Inflexible People

Some people seem unable to see issues from any point of view but their own. Whether they work for you or you work for them, their inflexibility can be a roadblock to your success. Here's how to work together in harmony:

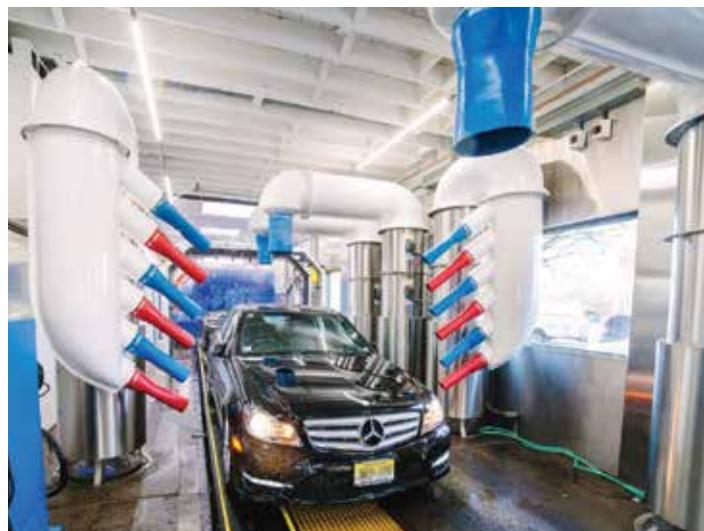
- Listen. Give your complete attention to the other person, and show you understand by paraphrasing what he or she says.
- Focus on the other person's position, not your own. Resist the urge to argue. Instead, build some good will by showing how you're trying to understand his or her perspective.
- Agree when you can. Most of the time you should be able to find common ground. Use this to build the basis for a reasonable discussion.
- Disagree with tact. Stand your ground when necessary, but try to disagree without creating more tension. Explain your own point of view in positive language.
- Show some flexibility yourself. Don't adopt an inflexible stance of your own in response to someone else's tough attitude. Remind yourself to stay open-minded at all times. ■

Auto Accessories That Didn't Make the Cut

James Bond's cars come equipped with ejector seats and machine guns. Real-life automakers have been similarly creative with accessories, though not all of them have stood the test of time. The Allstate website notes three of the more unusual variations that autos have sported at one time or another:

- ❖ The record player. The 1956 Chrysler, DeSoto, Dodge, and Plymouth models offered an optional turntable that slid out from beneath the dashboard to play drivers' vinyl records at the touch of a button.
- ❖ The third headlight. The 1948 Tucker Sedan sported an additional headlight in the center of its hood, capable of swiveling along with the car's steering wheel for improved visibility when turning corners. Only 51 of the sedans were ever built, and the extra headlight had to be hidden behind a cover because of laws in 17 states prohibiting more than two headlights on cars.
- ❖ The invisible gas cap. For a more streamlined look, some carmakers tried hiding fuel caps behind taillights and rear license plates; the 1956 Chevy Bel Air featured a rear headlight that would flip down to reveal the gas cap. The practice was discontinued when safety experts pointed out that in a rear-end collision, even a small bump could create a dangerous gasoline leak. ■

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For The Next Act, How About Welding?

By Gary Sokoloski

With a new year and our busy season starting, I pose to you an important question. What will you do next?

Is it time to improve some skills that need improvement? Do you have a new trade or skill you would like to learn? Are you going to finally do your current job more efficiently? If possible, do them all? This isn't like a New Year's resolution. This is the time to be all you can be and take part in every aspect of every day of your life.

We travel almost constantly for our business of selling and installing carwashes. This, as with all jobs has its good and bad points. One of the most important things that can be taken away from these experiences is the diversity and craftsmanship of so many in our industry and in the trades. From the top of Maine to New York and from the beaches of Cape Cod to the mountains of Vermont, it is truly inspiring to see the different styles and manners of the people in the carwash and tradesman businesses. As with most, these things are started when we least expect them and just seem to blossom over the years until one

day we realize that we've been doing this for a lifetime.

I am always looking for that interested attendant (scrub technician) when we are on a service call. You know, the one who thinks they know everything but doesn't have a clue as to how any of the equipment works. For better or worse, there are many of them I have met along the way who have been doing their job for many years, if not decades, and have such a strong and knowledgeable understanding of equipment, construction, and the most important order of operations. As a result, it is like meeting a new person every time we see each other again.

On a recent installation the owner's son, who is in his early 20's, had started to help him with the carwash. Interestingly, I had met this young man before about 20 years earlier when his father and I were young men ourselves. It was a wonderful thing to see a young man so enthusiastic about whatever task that day brought. Whether it was mixing concrete, fixing the roof, doing electrical work or welding a bracket on, he just sucked it up like a sponge and when he finished the task at hand asked, "Okay, what's next?"

In these days of the norm being people who expect things to be done for them, it is truly inspiring to meet and work with people who get up at dawn, go to work, and get as much done in a day as possible.

Being in the carwash service industry I have always thought it to be the best job in the world. Where else can you be wiring a control panel on Monday, replacing worn out bearings on a Tuesday, installing new vacuums on a Wednesday, doing a monthly maintenance on a Thursday and of course, starting up a new carwash on a Friday afternoon? And let's not forget those ever so special weekend service calls. As the saying goes, someone had to do it and I am so glad to be in such good company with all the other service providers in this industry.

I'll share with you my new thing for 2016. I am going to learn how to really "weld." Not that I haven't welded before, but it's something I have always wanted to do better. Please take a minute and think of something that you may do occasionally, which you could do more effectively, or would like to learn and make it a priority to accomplish that task this year. It doesn't matter if it is a better way to clean your bay walls or to learn how re-lays in that panel on the wall work. If you don't do it now, when will it get done? ■



Gary Sokoloski

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

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PRESIDENT'S COLUMN

Many trade associations keep members engaged by providing a continuum of educational opportunities to fulfill state regulated, continuing education credit requirements. In our industry we don't necessarily have continuing education requirements or professional development criteria, but keeping pace with current trends, products and technology is imperative to our success. So my question to members is, "How do you stay engaged in the industry and stay abreast of current industry trends such as labor, products and technology?"

The Carwash Association of Pennsylvania (CAP) has offered and suggested a variety of platforms to members to collaborate and share best practices while learning about these trends, however, no single event seems to serve as the captivating, pivotal venue that members clamor to attend.

I understand that for some of our members, the carwash business is secondary to a primary business or full-time job, but no one makes a financial investment to loose money, right? I find it alarming to see carwash after carwash acquired by new owners, and after initial renovations, left to self-manage. The insanity of investing in a carwash, or any business, and merely hoping it will serve as a successful source of income, without a business strategy or understanding of how the expected success will manifest, is far too common in our industry. With a fluctuating economy, limited financial resources and constant variable of unpredictable weather, carwash owners must be savvy, engaged businesspeople if they want to turn a profit.

The approach for carwash owners needs to be one of working smarter not harder. Our time is a valuable as our available resources so we must be judicious with both to come out ahead, and CAP can help you do that. CAP has a formidable group of vendor members offering their experience and expertise to member operators to assist in your quest to operate more effectively and efficiently, but if you're not engaged you'll never know. It could be something as simple as an innovative nozzle upgrade or as sophisticated as a wash conversion, or something in between, like the development of a business app. CAP is a small trade association with a board committed to be the industry voice in Pennsylvania. We've worked diligently to monitor and address issues challenging our industry and consistently offer support, information and resources to members. This year we hosted a panel of banking and technology experts at our annual dinner to help members navigate EMV migration, kept members apprised of environmental regulations, explored a members-only buyers program and hosted another successful golf outing. Although our board is lean, we are open to expanding member programs and hosting additional networking, training and social events if it is member driven.

Please reach out and let us know how we can better support you as a Pennsylvania carwash owner - your success and ability to prosper are important to us. Pledge to get out of your comfort zone as you begin 2016; engage with industry colleagues and take a serious look at the information, resources and programs available to CAP members. It's time to take your business off autopilot, look in the rearview mirror and step on the gas. Try something different and expect different results - you might be surprised.



Keith Lutz
CAP President

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PRESIDENT'S COLUMN

Winter is approaching again, yet as an association we still have our sites set on battling to get the new sales repealed. With our plan in place, we still need full participation and support from our membership. The CCA is so much stronger with a full roster and everyone's voice. We will be targeting the Legislature and their February session with guns loaded!

As operators this summer we had to address the sales tax reimplementation. We also had to incorporate the new wage increase into our pricing. Tunnel operators have a much easier implementation process than the inbay automatic operators, and of course the self-serve bay guys. The bays are the target for the CCA's approach to get this new tax repealed. If we can get an exception for the bays it opens the door for a disparity argument. Regardless of the battle moving forward, the CCA needs a full membership roster and new blood on the board, so please all members take a look on the inside and get involved in our industry association to help us grow and raise the bar. If you want to see what we do, reach out to our Executive Director and attend a board meeting. We welcome that and your input.

Golf. Anyone?

The CCA golf outing was a great event this past fall and all thanks to the amazing Todd Whitehouse. Great job, "W", yet we can always use more golfers!!! This great event is not only fun but also a fabulous way to network with your fellow operator.

As all can see, our water tables are extremely low. The big question is whether we will get hammered with snow or rain this winter washing season? From all accounts at the recent Northeast Regional Carwash Convention (NRCC) operators were buying and investing as if they already knew how many storms and busy wash days were coming down the pike. The feel from our industry is that we are positively moving forward. People are excited and operating outside the box to increase the professionalism of the industry. Operators go to the shows and take home a great deal of knowledge that they can implement at their washes. Participating in the NRCC, or your state association events, is crucial to growing your business and knowledge base.



Stay tuned for more information on our sales tax issue and when asked, please help us win its repeal!

Bob Rossini
CCA President

CONNECTICUT CARWASH ASSOCIATION

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	Anthony Setaro
*Deceased	Joe Tracy

CCA MISSION STATEMENT

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

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Annual Golf Classic Returns To Harwinton's Fairview Farm

The Connecticut Carwash Association's (CCA) 18th Annual Golf Classic, September 21, at the picturesque and challenging Fairview Farm Golf Course here was a hole in one, according to CCA Golf Chairperson Todd Whitehouse. "You couldn't have asked for a more perfect day," said Whitehouse. "Our attendees had a great experience."

The 18-hole event, in its second year at Fairview Farm, provided golfers with a challenging course and breathtaking vista. The outing included breakfast, lunch and dinner, extensive raffle prizes, a silent auction and a chance to win a two-year lease on a car courtesy of Mitchell Auto Group of Simsbury. "It's really a great outing for the money," said Whitehouse. "We have purposefully kept our registration fee low so it is affordable to members and non members alike."

Team Stanley Street Wins Tourney!

Team Stanley Street tore up the course to take home first place. Second place went to Team Torrington Car Wash led by CCA President Bob Rossini.

Peter LaRoe with Personal Touch won the Men's Longest Drive and Sandy Miller of Team Larkin won the Women's Longest Drive. "Big D" took home the prize for closest to the pin on Hole #7. First place received a \$75 gift certificate to the pro shop while second place received one for \$40, and closest to the pin and longest drive each earned a \$25 certificate.

Many raffle prizes including a 40" and 24" television, Braven Waterproof Mini-Speakers, TaylorMade Driver SLDR, TaylorMade 5 wood, golf bag, set of clubs and a 40" LED television donated by C.A.R. Products were some of the raffle prizes.

Event supporters included Platinum Sponsor/Reception, Micrologic; Gold Sponsors/Lunch Capitol Strategies, ICS, Kleen-Rite Corp., New England Carwash Equipment and Torrington Car Wash; Silver Sponsors/Prizes AutoShine of New England LLC, Car Wash Systems, Stoner; Raffle Sponsor/Gifts C.A.R. Products, Inc., Bronze Sponsors/Beverage Cart Carwash Insurance Program sponsored by McNeil & Co., Media Solutions/*Northeast Carwasher* and National Ticket Co.; Silent Auction Sponsors AutoShine of New England LLC, Personal Touch and Torrington Car Wash; Golf Cart Sponsor Simoniz USA; Coffee Break Sponsor DRB Systems, Inc.; Water Bottle Sponsor ZWash Systems; Golf Towel Sponsor ERC Wiping Products; Driving Range Sponsor Blendco and Hole-In-One Sponsor Mitchell Auto Group.

Hole Sponsors included: AutoShine of New England LLC, Benchmark Payment Solutions, Jobe Industries Inc., Magic Minit, Mighty Auto Parts, New England Car Care, LLC, Mr. Sparkle and Torrington Car Wash. ■



Fairview Farm Golf Course in Harwinton, CT, is a picture perfect setting for the annual event.



The team from New England Car Wash Equipment: Donato Depinto, Jim Arvin, Bruce Everett and Jeff Arimento.



Team Splash tore up the course!

To learn more about the CCA
visit www.wewashctcars.com.



Simoniz' Scott Goodreau and Barry Smith and Personal Touch's Dominic D'Agostino and Vinny Porzio.



Splash's Mark Curtis and Charles Bronstein.



Sandy Miller receives congrats on her longest drive honor by Chairman Todd Whitehouse.



Todd Whitehouse, event chairperson, congratulated Joan Larkin on winning a golf bag at the event.



Todd Whitehouse (center) and his team tore up the course.

More photos on pages 40-41!





The team from Stanley Street walked away with the winning foursome!



A thorn between Team Larkin's Sandy Miller and Team Captain Joan Larkin.... Mr. Mike Benmoschè!



Rafael Landreau and CCA President Bob Rossini enjoyed the day away.



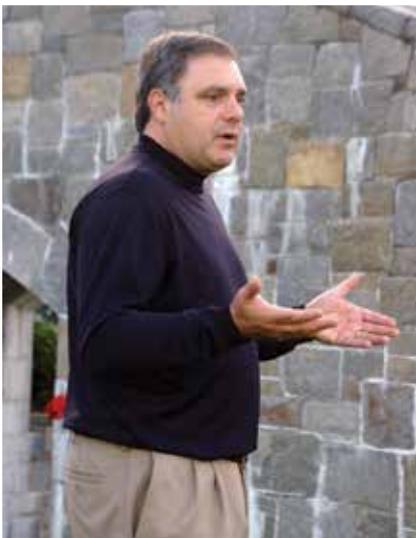
The ever-helpful Leo Zona of ZWash Systems and Todd Whitehouse.



The putting contest post dinner is a favorite of attendees thanks to its initiation by Chairman Todd Whitehouse.

Splash was well represented on the challenging course.





CCA Lobbyist P.J. Cimini stopped by the event to update the group on the battle to get the recently imposed sales tax taken away.



The crew from Stanley Street!



CCA President Bob Rossini addresses the group.

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Visit www.wewashcars.com for more information in the coming months or call 800/287-6604.



Rossini contemplates his putt - in flip flops!

Calvin Ranson Dies at 73

Calvin Trent Ranson of New Canaan died in Smithtown, NY, on August 29 after a long illness. He was 73 years old.

Born in Bremono Bluff, VA, on April 25, 1942, to William and Marion (nee Taylor) Ranson, he was a long standing resident of the New Canaan area and former owner of the New Canaan Car Wash at 25 Cross St.

He is survived by his wife Deborah, two children, Sara and Emily Ranson; his former wife Laurel Ranson; two stepchildren, Lisa Edson and Evans Edson, and his beloved dog Nestle. ■

Sales Tax Repeal Fight Begins



By P.J. Cimini

Following the passage of the new sales tax on carwashes (effective July 1) we have been working aggressively to begin efforts to build support to repeal the tax in the next legislative session. The CCA has been working behind the scenes to coordinate and organize these efforts and prepare strategies for the repeal efforts.

During this Interim Phase, a number of things have become very clear:

- ❖ First, the State Legislature passed this tax, and a number of others, in a hasty, last minute effort with no opportunity to testify in a public hearing process.
- ❖ Second, since the end of session in July, a number of Legislators have expressed their interest and support in helping to repeal the tax in the next legislative session.
- ❖ Third, following the conclusion of session, the Legislature quickly encountered slipping revenues that have led to a formalized effort to come back into Special Session before the next session in an attempt to cut certain state spending programs and balance the state budget.

A new report from the Governor's budget director shows a \$118 million budget gap that comes fast on the heels of a \$103 million shortfall the Governor had already patched with several budget cuts.

- ❖ Fourth, the Connecticut Carwash Association (CCA) has begun working with the Department of Revenue Services to both identify the category in which the car wash sales tax will be collected (SIC and NAISC) and to try and determine what the net effective rate of the actual collections are. It is our belief that the amount they feel they are getting is nowhere near what they have projected.

Please be on the lookout for both a petition form that we are asking all members of the Association to aggressively promote with their customers and collect so we can present them to the Governor and Legislative leadership. Also, we are going to ask individual operators to call their State Senator and State Representative to ask them to vote for repeal of the carwash sales tax in the December special session.

By the time you are reading this, we will be in preparation for the February 2016 General Assembly session. If the Sales Tax continues to be imposed after the special session, we will be reaching out to you in January to begin our efforts to try and get the tax repealed in the 2016 General Assembly session. Everyone needs to be aware that the budget projections for that show a continuing erosion of revenue which makes the prospect of cutting taxes extremely difficult and challenging.

Special Session

The state's dwindling revenues has forced everyone back to the negotiating table and all suggestions – except tax increases – are being considered to stem the red ink deficit. Gov. Malloy convened the groups to attempt to close a new state budget shortfall and position the state for future economic growth. The talks could lead to a special Legislative session this year on the budget.

Gov. Malloy opened the door to money-saving ideas from both Republicans and Democrats that would help close the latest gap, shore up Connecticut's long-term finances, and boost the state's economic competitiveness. "Everything's on the table," he said, including specific spending cuts and possible state employee concessions.

Policymakers are looking for ways to plug the \$118 million gap and put the state on better fiscal footing. It's clear that lawmakers should explore restoring state tax policies that help generate jobs, boost economic growth and provide balanced and consistent tax revenues.

A number of other interested parties are starting to organize and coordinate because of the policies at the State Capitol:

- ❖ The Connecticut Business & Industry Association (CBIA) joined representatives of the Connecticut Conference of Municipalities and the state AFL-CIO in announcing a summit to brainstorm the best pathways to a brighter economic future.
- ❖ There is an ongoing State Tax Study Panel and the Commission on Connecticut's Leadership in Corporation and Business Law has been meeting to review certain aspects of state tax policy that have helped both build Connecticut's economy and generate revenues and are now being deemphasized.
- ❖ The Legislature earlier this year required the state's Office of Policy and Management (OPM) to study the recommendations of the Connecticut Institute for the 21st Century. OPM must report back to the Governor and the Legislature's budget-writing committees by Feb. 1, 2016.

State Economic Challenges

Connecticut's economy continues to face challenges that are impacting the state's finances. Recent Wall Street downturns have reduced expected tax revenues to the extent that the state is experiencing recurring shortfalls. And a string of five consecutive months of job growth in Connecticut came to an end in September.

Connecticut has regained 83.6 percent of the 119,000

jobs lost during the Great Recession of 2008-2010, while the U.S. passed the 100 percent mark in May 2014 and has now regained 140 percent of recession losses.

Meanwhile, most Connecticut voters say they are concerned about the state's economy and business climate, according to the latest Quinnipiac University Poll. Three-quarters of voters surveyed by the Q-Poll described the state's economy as "not so good" or "poor" (an 11-point jump since March), with just 24 percent saying it was good. A third of those surveyed said the economy was the most important problem facing Connecticut today; 28 percent identified taxes as the biggest issue; 11 percent said it was the budget; 4 percent said education; and 3 percent said transportation.

Connecticut posted four-digit job losses for a second straight month in October, eroding strong growth throughout the spring and summer. The state Department of Labor reported 2,200 jobs were lost for the month, following a decline of 4,800 in September (the department revised its initial estimate of 7,600 jobs lost for that month).

In contrast, Massachusetts added 11,000 jobs in October and has gained 62,800 positions over the last 12 months. That state's unemployment rate is 4.6 percent, the lowest in New England. Connecticut unemployment fell one-tenth of a point in October, to 5.1 percent, the lowest it's been since March 2008 – the beginning of the recession. The national unemployment rate is 5 percent.

Connecticut has recovered 84 percent of the 119,000 jobs lost in the recession, while the U.S. recovery rate is more than 140 percent. Labor department director Andy Condon said the consecutive months of losses "possibly indicates a softening of the strong growth we have seen through August of this year."

Half of the state's 10 major industry sectors posted gains in October, led by trade, transportation, and utilities, which added 1,000 positions, driven largely by retailers.

Information added 800 new jobs, followed by education and health services (400); financial activities (200); and leisure and hospitality (200).

The government sector reported the largest losses for the month, shedding 1,800 jobs, with local government losing 1,100 positions. Professional and business services lost 1,100 jobs, followed by other services (-900); manufacturing (-800); and construction and mining (-200). Employment rose in two of the state's four labor market areas, led by Bridgeport-Stamford-Norwalk, with 1,100 new jobs.

Hartford-West Hartford-East Hartford added 300 jobs and leads all areas with 8,900 new positions for the year. New Haven lost 1,400 jobs in October and Norwich-New London-Westerly shed 200.

Department of Labor Changes

Two significant changes are taking place at the Connecticut Department of Labor. DOL is currently in the process of implementing the State Information Data Exchange System (SIDES) that will alleviate the headaches of many businesses

when it comes to handling unemployment claims.

SIDES is an integrated computer-to-computer interface that allows for the easy exchange of unemployment information requests between businesses, claimants, and state labor departments. The program is currently being used by 46 states and officials at Connecticut's DOL anticipate it will be fully integrated here by September of 2016. This will be particularly helpful to businesses with locations in multiple states because it will allow them to respond to requests for information related to individual unemployment claims in a nationally standardized format.

Any Connecticut business with an Internet connection and an email address can participate in the SIDES program. In addition to being free of charge (although some businesses may need to make some internal IT system changes) SIDES offers many other benefits to businesses, including:

- ❖ Less paperwork and lower postage fees
- ❖ Quick, efficient communication between employers and the UI Agency, eliminating delays related to paper mail delivery and
- ❖ Better information exchange, which will result in fewer improper payments.

Further, SIDES has multiple layers of security to protect the sensitive data exchanged between businesses and the state labor department.

Commissioner Sharon Palmer recently announced she would be retiring from her position as DOL Commissioner. Governor Malloy appointed Commissioner Palmer to the position in 2012. A successor has not yet been named.

State Rankings Drop

Based on *Forbes'* 2015 Best States for Business rankings, there are places in the U.S. where the economy is thriving, driven by low costs, strong workforces, and a lack of government red tape. Unfortunately, Connecticut has much ground to cover to join them, falling three places to 39th in the magazine's annual survey of state business climates. Connecticut's high cost of doing business, regulatory burden, and the state's slow economic growth all contributed to the latest ranking.

Forbes measures six key areas when compiling its best states list: business costs, labor supply, regulatory environment, economic climate, growth prospects and quality of life. Connecticut ranked 45th for business costs (down from 47th last year) which include energy, labor and taxes. Only Vermont, Hawaii, New Hampshire, New Jersey, and Massachusetts have higher costs. The cost of doing business in Connecticut is 11 percent higher than the national average, *Forbes* said, due in large part to energy costs, which are 64 percent higher.

Slow Economy

Forbes ranked the state's regulatory environment (including labor regulations, healthcare mandates, licensing, tort system)

Continued on page 44 ...

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CWONJ Lobbyist ... continued from page 43.

41st, down four spots from 2014. Our economic climate, measured by job, income, and gross state product growth as well as average unemployment over the past five years remained unchanged at 44th, second worst among the New England states.

The state has added 27,000 jobs over the last 12 months and unemployment fell to 5.2 percent in September, the lowest rate since April 2008. Connecticut's growth prospects fell one spot to 29th this year. That category reflects employment, income, and gross state product growth forecasts over the next five years, as well as capital investments and business openings and closings. *Forbes* now ranks Connecticut at 25th for labor supply (down from 20th last year), which factors net migration, high school and college graduation rates, and projected population growth.

Quality of life

The state's quality of life – measuring crime data, cost of living, education, and health and wellness – was ranked fourth (down from third last year). The *Forbes'* rankings follow CNBC's annual America's Top States for Business study, released earlier this year, which saw Connecticut jump 13 places to 33rd overall.

Connecticut's strong performance in the CNBC rankings reflected the cable outlet switching its focus away from the state's biggest weakness – high costs – to its greatest strength, a skilled workforce. Like *Forbes*, CNBC ranks Connecticut poorly for the cost of doing business (47th), although *Forbes* places greater emphasis on costs than CNBC.

Utah Ranked First

Utah topped the *Forbes* rankings for the second consecutive year, finishing in the top six in five of the study's key categories, based on light regulation, energy costs that are 23 percent below the national average, the third strongest employment growth in the country over the last five years. North Carolina rose one spot to finish second; Nebraska jumped five positions to third overall; North Dakota dropped from second to fourth; and Colorado remained in fifth. West Virginia was ranked last, down from 48th last year. Mississippi, Maine, New Mexico, and Rhode Island rounded out the bottom five. Michigan was the most improved of all states, climbing 12 spots to 30th, while Maryland had the biggest decline, falling from 20th to 33rd. ■

P.J. Cimini, Esq. is the CCA's Lobbyist and a partner in Capitol Strategies Group, LLC, in Hartford. You can reach him at 860/293-2581 or pj@csget.com



P.J. Cimini

Jet Spray's Rebirth



After enduring a freak accident to his facility, Jet Spray's Tony Setaro rebirths this wash and repositions it in a competitive market. Look for a feature on the wash in our spring issue. ■



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Take These Steps to Protect Your Employees

From slips and falls to burns and bruises, injuries can occur anytime and in any workplace. These key tips for preventing injuries and protecting your employees come from Cintas, a Cincinnati-based business services provider:

- ❖ Limit exposure to chemicals. Implement a comprehensive program for storing, using and discarding chemicals that can cause painful burns, eye injuries and other hazards.
- ❖ Buy a defibrillator. According to the Centers for Disease Control and Prevention, cardiac arrest claims more than 250,000 lives each year. Keeping an automatic external defibrillator (AED) handy can save people, but you'll have to train employees to use it, and establish a service maintenance program to ensure the unit is always up to date and functioning properly.
- ❖ Check your floor. Help protect against slips and falls by placing matting around entryways to prevent water and debris from entering the building. This also provides increased traction in high-traffic areas of a facility where slip-and-fall accidents

frequently occur. Make sure that the matting is regularly laundered to properly capture and remove contaminants.

- ❖ Stock appropriate first aid and medical supplies. A well-stocked first aid kit should contain products to treat cuts and burns and ease pain. Some items should be supplied and restocked on a rotating basis to treat seasonal ailments such as allergies or the common cold. ■

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Imagination encircles the world.

- Albert Einstein

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PRESIDENT’S COLUMN

Our Fall Membership Meeting, November 10, at the Hotel Woodbridge in Metropark was a really special event. Not only did we meet at a great hotel that is easy for everyone to get to, but we had an exceptional panel discussion by three of the top point-of-sale (POS) companies –Innovative Control Systems, Micrologic Associates and DRB Systems, Inc. The lively panel discussion touched on the many benefits of a great POS and how they can help you better market your wash, strengthen your cash control, facilitate your club plans and so much more. If you missed this great piece of education, you really missed the boat. Many thanks to ICS’s Brian Bath, Micrologic’s Miguel Gonzalez and DRB’s Todd Davy.

That’s what we try to do at our meetings. We try to provide our members with new information and information that they can take back to their washes and in turn reap the financial benefits of more sales. It only takes setting aside an evening to participate. We intentionally keep your costs down and try to give you a whole lot for your hard-earned dollar. If you’ve missed the last few meetings, start back up with us in February and see what you’ve been missing.

At the conclusion of that meeting I was honored to award our first two Carwash of the Year Awards to Jack Aaronson of 33 East Car Wash of Ocean and Chris Vernon of Rt. 130 Car Wash & Express Lube. Both operations are exceptional, state-of-the-art facilities that promote professional carwashing in our state. Aaronson’s award was accepted by his son Chad. Vernon was not able to attend the event.

The final award of the night was to someone many of us know and have respected for many years. His history in the industry, his dedication to professional carwashing and his ability to innovate have set him apart as a true leader and legend. John Criscuolo Sr. of A.E. Styles Manufacturing in Edison received the CWONJ’s Lifetime Achievement Award. It was my honor to bestow the award to him.

So, if you missed this meeting you really missed a lot. We hope to see you in February when we can all talk about the great washing season we are having!



*Mike Conte
CWONJ President*

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CWONJ Board Tours Children's Specialized Hospital

The Car Wash Operators of New Jersey held its September 1 board meeting at the Children's Specialized Hospital in New Brunswick. The board and association have been supporting the efforts of Children's, the country's largest pediatric rehabilitation hospital, since 2004 and to date has raised \$54,000 for the hospital with its \$7,000 donation after the August 3 golf outing. "Getting a chance to tour the facility here and learn even more about the good things this hospital does is a real honor," said CWONJ President Mike Conte. "It's humbling and uplifting at the same time. We are grateful to be a small part of their fundraising effort."

The group enjoyed a personalized tour of the facility by Children's Community Engagement Coordinator, Billy Cardone, before enjoying a catered dinner and conducting their September board meeting.



The CWONJ board received a tour of The Children's Specialized Hospital by Community Engagement Coordinator Billy Cardone. Pictured are Cardone, CWONJ President Mike Conte, board member George Ribeiro, Treasurer Mike Prudente, and board members Scott Freund, Thad Santos, Doug Rieck, Doug Karvelas and Richie Boudakian.

To learn more about Children's Specialized Hospital please visit www.childrens-specialized.org

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Hamilton Honda Opens Carwash And Detail Center

By Alan M. Petrillo

The Hamilton Honda auto dealership in Hamilton, NJ, faced a carwashing problem – it had too many vehicles to wash in an in-bay automatic on its property that could only handle about 200 vehicles a day. Its answer to the problem was to build a 140-foot exterior carwash and detail center that now washes all its new vehicles, the vehicles of Hamilton Honda customers, and those of the general public.

The carwash, named Hamilton Carwash and Detail Center, is at 655 US Highway 130. In addition to the tunnel, the facility has eight detailing bays, eight central vacuum positions with dual drop-down vacuum hoses, a reception/cashier/office area, the latest state-of-the-art Innovative Control Systems' auto cashiers and gates, and photo arches to take profile images of each vehicle in the tunnel.

Victor Thomas, an experienced New Jersey carwash operator, said he was hired by Hamilton Honda owners Jesse Armstead, Anthony Pierce and Mike Sapparito to solve the dealership's carwashing problem, which he did by convincing them to build the new facility.

"Hamilton Honda offers its customers free unlimited carwashes and oil changes for the life of their vehicle," Thomas said. "We had determined that we had sold 35,000 vehicles in a 30-mile radius. With the in-bay automatic we could only push through 200 cars a day, but once we opened up the new carwash, we were doing 500 cars a day."

Thomas pointed out that in addition to washing the dealership's new cars as they are delivered from the manufacturing facility, and those of customer-purchased cars, Hamilton Carwash and Detail Center also has opened its gates to the general public. "We've been open two and a half months and have washed 15,000 cars," he said. "The most we've done in our new tunnel is 800 cars in a single day."

Thomas said before the new carwash was open, Hamilton Honda was detailing vehicles in its main shop area. "I convinced them to put the detailing center in the new carwash and take it out of the main shop," he said, "which allowed us to upsell customers the detailing service without adding additional labor."



Hamilton Honda in Hamilton, NJ, grew its wash from an inbay to a 140-foot tunnel and detail center.



Detailing is no longer done in the main shop but within the new carwash facility.



The tunnel is also open to the public.





ICS gated entry facilitates an efficient wash process.



The wash also features eight central vac systems by Vacutech with dual drop-down vacuum hoses.



Fred Grauer, executive vice president and head of new business development for Vacutech, LLC, said his company installed the eight central vacuum positions at the Hamilton site. "Each position has a drop-down vacuum hose on each side of the car, at the driver's and passenger's doors," Grauer said. "A turbine supplies power for the 16 hoses, and the system also has a wet separator and dry separator."

Vacutech also designed all the detailing valets in Hamilton's detailing center, Grauer pointed out. "The detailing valet comes down from the ceiling with both wet and dry vacuums that can distribute six different chemicals," he said. "There also is an air line, electrical and a heater in the valet."

Thomas said that the central vacuum system helps attract customer attention. "It's top-notch equipment and the customers love it," he said. "They especially like the nozzles on each side of the car, as well as the crevice tool that gets under and in between the seats."

Thomas noted that Hamilton Honda has 16,000 RFID tags in vehicles it has sold, and when a RFID-tagged vehicle approaches the ICS kiosk, the tag is read and the customer is advised about available upgrades.

"Our basic exterior wash price is \$13," Thomas said, "which is free for customers who have purchased their car from Hamilton Honda. "The first upgrade wash costs \$16 which adds undercarriage wash, wheel-bright and clear-coat, so unlimited customers would pay an added \$3. The top upgrade is \$19, or \$6 for unlimited customers, and adds rust inhibitor, triple foam wax, Rain-X and Armor-All on the tires."

Thomas said that unlimited customers are buying extras, averaging about \$3.20 per vehicle, but that he anticipates that average will go up once the carwash begins promoting the wash and its upgrades to the public.

In the detailing area, Thomas said those customers who want interior service can get express detailing for \$49.

Hamilton Carwash and Detail Center also has video cameras mounted at strategic locations around the site so that each vehicle that comes into the facility can be monitored. Thomas has access to the camera video through a central monitoring area, his laptop and his Smartphone.

"Now that we are open to the public, as well as Hamilton Honda car owners, we will be aiming to get more customers to upgrade their washes, as well as use our detailing services," Thomas noted. "With the general public coming to our carwash, that's a bonus 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 mystery, Full Moon; the nonfiction work, Ice Hockey in the Desert; and his newest historical mystery, Asylum Lane, all available at www.amazon.com.

CWONJ Meeting Highlights the POS, Honors Washes and John Criscuolo Sr.



Bob Criscuolo, John Criscuolo, Sr., CWONJ President Mike Conte and John Percoco. Criscuolo, Sr. was presented with the CWONJ's Lifetime Achievement Award.

The Car Wash Operators of New Jersey (CWONJ) met November 10 at the Hotel Woodbridge in Iselin, NJ, for its annual Fall Membership Meeting. The event, which attracted nearly 50, included a panel discussion on "How Your POS Can Make You More Money," according to CWONJ President Mike Conte, who also moderated the event. "We had three great presenters who really know their stuff," said Conte. "Our members walked away with a lot of good information that will help them increase their bottom line."

Innovative Control Systems' Brian Bath, Micrologic's Miguel Gonzalez and DRB Systems' Todd Davy spent an hour discussing everything from how a POS can save on labor costs, to how its features can help to better market the wash, in addition to much more.

Prior to the panel discussion two washes were honored with the association's first Carwash of the Year Awards. Recipients of the honor were Rt. 130 Car Wash & Express Lube owned by Chris Vernon and 33 East Car

Continued on page 56 ...

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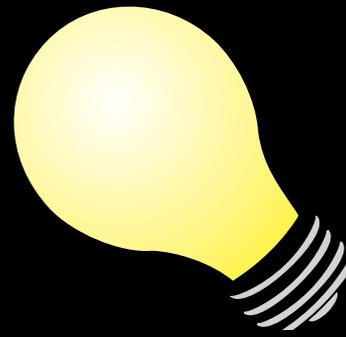
Brothers Bob and John Criscuolo, Sr.



Criscuolo, Sr. and CWONJ President Mike Conte.



Chad Aaronson accepted the first CWONJ Carwash of the Year Award on his father Jack's behalf.



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CWONJ Meeting ... *continued from page 55.*

Wash of Ocean owned by Jack Aaronson. Aaronson's son Chad accepted the award on his father's behalf.

The evening ended with a special Lifetime Achievement Award bestowed upon John Criscuolo Sr. of AE Styles Manufacturing. Criscuolo, who has been in the industry for 53 years, was praised for tireless dedication to the industry in New Jersey and his innovative products that have impacted carwashing. Mike Conte read a special and heartfelt history of his storied career before presenting the World War II Veteran with the honor. ■

For more information on the CWONJ visit cwonj.com or call 800/287-6604.



An animated Mike Conte led an in-depth panel discussion about the merits of a POS.



Innovative Control Systems' Brian Bath.
www.icscarwashsystems.com



Todd Davy with DRB Systems, Inc.
www.drbsystems.com

Miguel Gonzalez of Micrologic Associates.
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PRESIDENT'S COLUMN

Most of us were shocked with an early bout of below freezing temperatures in October. We have had to quickly get our weep systems tested and going, not to mention shutting the doors in the evening. The winds that accompanied this cold front were ideal for small freeze ups. I even saw snowflakes! It is a happy sign of a strong, messy winter!

Our September membership meeting was well attended and we had a great turnout for the White Horse Open House. We reconnected after a summer break and I enjoyed the evening catching up with members who are truly good friends.

The Northeast Regional Carwash Convention (NRCC) was refreshing and full of information. MCA was the host association this year and we were more than pleased with over 1600 participants at the three-day event. Mike and I had a lot of fun presenting a seminar about "Theft Prevention and Security at the Wash." We also attended every social event we were invited to including a marvelous dinner at Bobby Flay Steak at the Borgata! Between that and the early morning sessions, there was little time to enjoy our great room at the Borgata!

MCA also used the forum to present the Chesapeake Bay Foundation with a check for \$12,000. Our yearly fundraiser, Wash to Save the Bay, is held the first Saturday in June. Any wash can participate by giving a percentage of the day to the bay! Find out more on our website at www.mcacarwash.org.

Our November 10 meeting took us to Baltimore, MD, on a rainy, cold night. We were happy to have been able to reschedule from a previous time of turmoil for the city. We enjoyed a good time at LaTavola Restaurant.

Our meeting topic revolved around the new credit card requirements. As you may know, that is an evolving process with a number of different scenarios and concerns. If you have any documentation or presentations that you would like to add to our growing list of resources, please send me a link.

We have selected dates and locations for the four MCA 2016 meetings. All of those dates are available on our website and on page 60 of this issue. Locations include March 16 in Charlestown, WV; April 13, at the Maryland Inn in Annapolis, MD; October 15 in Virginia Beach, and November 2 in Waldorf, MD.

If you get a chance to connect with me on LinkedIn®, please do. We have our own group and would love to share information with you even if you are not yet a member. It is always nice to follow the other trade shows and events that members attend.

Mike and I have started a carwash blog, "The Carwash Blog," which is for wash owners by owners. We have some great resources including an industry calendar and more about the credit card issue there. Check us out at www.thecarwash-blog.com. We are open to ideas and want to become a resource for other owners.



Heather R. Ashley

See you soon!
Heather Ashley
MCA President



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MCA Travels to Baltimore's Little Italy

On November 10, 2015, Mid-Atlantic Carwash Association (MCA) members gathered in Baltimore's Little Italy at LaTavola restaurant. This meeting was originally planned for May 2015, but was postponed due to the "Baltimore Riots."

Speakers for the event were Gordon Davis and Alessandra Teichman of Priority Payment Systems Wash. Gordon came from Atlanta and Alessandra from New York. They provided insights into the changes that are impacting payment technology. The attendees had many questions, and the topic was especially timely due to recent changes impacting the credit card industry. For more information on their services visit www.prioritywash.com.

A highlight of the evening was recognition by the Northeast Regional Carwash Convention (NRCC) of Dan Callihan for his work as MCA's Wash to Save the Bay Chair for the last three years. During that time, this innovative program has raised more than \$29,000 to benefit the Chesapeake Bay Foundation.



Alessandra Teichman

Wash to Save the Bay 2016 is set for June 4, the first Saturday in June. Washes donate a portion of their sales that day to the Chesapeake Bay Foundation. In the three years that this partnership has been in existence, there have been opportunities for both organizations to learn more about each other through educational programs and tours. ■



2016 MCA MEETING DATES

MARCH 16

Charles Town, WV

Program: TBD

APRIL 13

Maryland Inn

Annapolis, MD

Speaker: State or County Police

Open House

Program: Protecting Your Wash Against Crime

OCTOBER 5

Virginia Beach with Tour

Program: TBD

NOVEMBER 2

Waldorf, Maryland with Open Houses

Program: TBD

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NRCC
Northeast Regional Carwash Convention

PRESIDENT'S COLUMN

The New England Carwash Association (NECA) continues to be a very active and productive Association. We provide at least two membership meetings focused on education each year. Our annual bus tour and Table Top Show continues to be popular and informative. Our annual charity fundraiser and social event, most recently at Shaker Hills Country Club, is an ongoing success. We are a key member and contributor to the annual Northeast Regional Carwash Convention (NRCC) in Atlantic City, which is a great alternative for those unable to attend the International Carwash Association (ICA) show. Our membership committee actively drives membership growth. We publish a quarterly E-newsletter, a bi-monthly "News Brief" as well as contribute to the regional Northeast Carwasher magazine. We engage in that quiet but key activity of monitoring legislative activity that has resulted in active lobbying efforts to protect and improve all of our business interests.

Sounds great, right? The amazing thing that impresses me is that all these efforts are driven by volunteers ... carwash operators and suppliers just like you. Our Board of Directors, as well as volunteers who support our various committees, and our Past Presidents who remain very active, donate their time, experience and wisdom to drive all the activities mentioned above. Our members' support and participation enables us to thrive and evolve.

One of the keys to having a successful Association is the constant recruiting and development of volunteers. We have a long-term policy of setting term limits for our Board members to provide opportunities for more members to serve. Every year, some Board members complete their terms and either leave the Board (although many continue to volunteer on our working committees and task forces) or move into officer positions that also have term limits. These procedures allow us to constantly develop new talent and invites new perspectives.

I am pleased to announce that this procedure has resulted in five new Board members starting in 2016. Each are eligible to serve for three, one-year terms upon mutual agreement.

- ❖ Patrick Mosesso - Rojo's Car Wash, Norwood, MA
- ❖ Micah Smith - Global Partners LLC, Waltham, MA
- ❖ Tony DeBarros - Balise Car Washes, Hyannis, MA
- ❖ David Blackman - Blue Wave Car Wash, Middletown, RI
- ❖ Brandon Berriault - Tapco LLC, East Wareham, MA

I look forward to working with these new Board members, and we will all benefit from the varied experiences they bring to our Association.

Let us also give a big thank you to the five members who have completed their terms in 2015. They have all worked hard and contributed in different ways to the activities of the last three years. I expect most of them will continue to contribute to the NECA.

- ❖ Nir Drory - Prestige Car Washes, Brockton, MA
- ❖ Jeff Arimento - New England Car Wash Equipment, Littleton, MA
- ❖ Brian Messina - Royal-T-Car Wash, Derry, NH

Continued on page 65 ...



OFFICERS

President - Dave Ellard
Triple Play Car Wash
100 Washington St., Attleboro, MA 02703
508/915-4820 fax: 508/915-4824 dellard135@aol.com

Vice President/Operators - Dom Previte III
Somerville Car Wash and Detailing
680 Somerville Ave., Somerville, MA 02143
617/625-9027 • fax: 617/625-3309 • dom@seeyoushine.com

Vice President/Suppliers - Steve Stockman
Trans-Mate Products, Inc.
13 Sterling Road, No. Billerica, MA 01862
987/667-0100 • fax: 978/667-1819 • sstockman@trans-mate.com

Treasurer/Secretary - To be announced

Immediate Past President - Adam Korngold
Waves Car Wash
1680 VFW Parkway, West Roxbury, MA 02132
617/323-2055 • fax: 508/861-0468 • adam@waveswash.com

OPERATOR DIRECTORS

David Blackman - Blue Wave Car Wash
683 Metacom Ave., Bristol, RI 02809
401/849-8824 • davidblackman442@comcast.net

Tony DeBarros - Balise Car Wash
574 Bearses Way, Hyannis, MA 02748
508/771-0003 • fax: 508/957-2947 • adebarros@baliseauto.com

Peter Janis - Jamaica Plain Car Wash
3530 Washington St., Jamaica Plain, MA 02130
617/594-9348 fax: 617/522-7313 jimjan356@aol.com

Patrick Mosesso - Rojo Car Wash
69 Providence Hwy., Norwood, MA 02062
781/762-8280 • fax: 781/762-1465 • patrick@rojocarwash.com

Mat Painsner - Scub-A-dub
172 Worcester Road, Natick, MA 01760
508/650-1155 x24 • fax: 508/655-9261 • mat@scrubadub.com

Micah Smith - Global Partners LLC
800 South St., Ste 500 4th Fl. Marketing, Waltham, MA 0245
781/697-8438 • msmith@allianceenergy.com

SUPPLIER DIRECTORS

Berriault Brandon - Tapco LLC
58 Shangri La Boulevard, East Wareham, MA 02538
800/977-8562 fax: 508/295-4101 tapco.bb@gmail.com

Duffy Cink - Autowash Maintenance Corporation
90 Canal St., Malden, MA 02148
800/395-2155 • fax: 781/324-2735
duffy@autowashmaintenance.com

ASSOCIATION OFFICES

NECA c/o The Association Advantage
591 North Ave., Suite 3-2, Wakefield, MA 01880-1617
781/245-7400 F 781/245-6487
info@newenglandcarwash.org
www.newenglandcarwash.org

EXECUTIVE DIRECTOR

Sherri L. Oken, CAE
Management Company: The Association Advantage LLC
solutions@TheAssociationAdvantage.net
www.TheAssociationAdvantage.net

Auto Bright Car Wash Owner Sees Multiple Profit Centers As the Road to Success

By Alan M. Petrillo

A carwash with a beer and wine package store license?

That's the latest move made by Nick Kanieff in an effort to expand the profit centers at Auto Bright Car Wash in Framingham, MA.

Auto Bright was able to secure the town of Framingham's last available beer and wine package store license by a vote of 4 to 1 late this past summer, with one of the town's Selectmen saying the town should support Auto Bright because it had invested so much in Framingham.

Auto Bright operates a 110-foot exterior only tunnel, three self-service wash bays, one detailing bay, two oil change bays, a convenience store, and a gasoline station with eight gas pumps, all on less than an acre of land at 105 Hollis St.

"We see the beer and wine package store license as another convenience for our customers," Kanieff said. "They can stop in the convenience store, get lottery tickets, snacks and a six-pack, which means they don't have to make an extra stop at a package store. The license serves as an additional draw to our convenience store."

Kanieff noted that blue collar Latinos make up most of the facility's customer population.

"About 80 percent of our customers are South American," he pointed out, "and of those, 80 percent are Brazilian. People are cost conscious, so we cater to them and give them what they want. We want to make it as easy as possible for them to come here and use one or more of our services. And

our staff speaks English, Spanish and Portuguese."

Kanieff said that the gasoline station draws most of his customers to the convenience store, with about a thousand people a day stopping at the site.

"Traffic on Hollis Street is approximately 30,000 vehicles a day because the street is also Route 126 and is a major connector in our town," he said. "Also, we are in a very urban area, so we get walk-in traffic to our convenience store."

Kanieff's father, Boris, now retired, bought the site in 1978 and built the wash from scratch. There had been a gas station on the site for 30 years previously, so the elder Kanieff kept the two existing pumps and added four more, converted a mechanical bay to a self-service wash bay and added a second one, and built the exterior tunnel.

Boris Kanieff sold the business in 1983, and after another change in ownership that drove the business down, came back into Auto Bright as an operational partner in 1994.

"The concept of a supersite with multi profit centers was a novel concept back then," Nick Kanieff said. "My father shut the place down, talked Sunoco into keeping its pumps on site, rebuilt the tunnel wash, expanded to four self-service wash bays, added the convenience store, built a quick lube, and expanded the gas islands. In 2009, I joined the family business, bought out dad's partner and took over the operation. My dad retired in 2012."

Kanieff added the detailing business in 2010, using one of the self-service bays to house it.

"We're doing close to \$100,000 a year in detailing alone,"



Auto Bright Car Wash in Framingham, MA, is a multiple profit center owned by Nick Kanieff who understands the need to diversify to stay successful.



Kanieff noted. "We also got our used auto sales license in 2015, and after three years of political gyrations with Framingham, got our beer and wine package store license."

Auto Bright has a dozen full-time employees spread out among all the profit centers.

"The convenience store runs 24/7 with five employees, there's a bookkeeper, and six employees across the washing, detailing and oil change businesses, plus me overseeing everything," Kanieff said.

Cross-marketing the various businesses is an important facet to the success of Auto Bright, Kanieff maintained.

"If a customer buys any amount of gasoline, they get 50 percent off a basic exterior carwash," he said. "We also give a free basic wash with every oil change, and find we get a lot of upgrades. We've seen our premium washes, which are \$20 for a Platinum wash, jump from 30 percent to 60 percent of our wash sales over the past two years because of the discount from gas and oil change purchases."

Kanieff sees diversification as "hugely important in order to stay competitive and thriving," he said. "We need multiple profit centers to attract attention and keep customers coming back." ■

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

NECA President's Column

... continued from page 62.

- ❖ Dean Perdikakis - Freeway Car Wash, Providence, RI
- ❖ Jeremy Bates - South Shore Car Wash, Quincy, MA

I also need to give credit to the existing Board members who are mid-term and especially to the Past Presidents who have built the Association to what it is today. Many of the Past Presidents continue to be active contributors to the Association's work, and their efforts are critical to our ability to assimilate new Board Members every year while maintaining stability in the Association.

Thank you to all the volunteers who have made NECA the success it is!



David J. Ellard
NECA President



NECA Welcomes New and Returning Members

White Water Car Wash & Detail Center

Dover, NH

Contact: Kevin McLoughlin

603/749-1990

exterior, self serve, detailing

Sothebys International Realty

Cambridge, MA

Contact: Chuck Hinds

607/407-0574

chuckhinds@msn.com

carwash broker



Winter Meeting, Dinner & Program Tuesday, January 26, 2016



Staying on the Right Side of the Law

Hilton, Dedham, MA

5:30 - 9:00 p.m.

Visit our web site for all the details and easy,
secure, 24/7, on-line registration:
www.newenglandcarwash.org

NECA Demonstrates That Charity Begins at Home



By Patti Kaplan

More than 80 New England Carwash Association (NECA) supporters enjoyed a beautiful day of golf at picturesque Shaker Hills Country Club in Harvard, MA, to help one of our own, Tony DeBarros of Balise Car Wash. We kicked the day off with

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- Hydraflex
- National Ticket
- Professional Carwashing & Detailing
- Route 1 Car Wash
- Wipe-On Wipe Off

lunch and golfers hit the links at noon for a perfect afternoon to socialize and of course “talk car wash.”

For our famed putting contest – golfers had to sink a putt on the green in one shot for a chance to win \$1000 cash. About a dozen qualified and we were treated to a very exciting final as contestants were eliminated one by one with everyone watching. Oh the pressure! Walter Carmichael from Tidal Wave Car Wash reigned supreme and was a very happy guy.

First-time winners and long-time supporters of this event, Allston Car Wash, stole the NECA Trophy from Team Simoniz this year. Mike, Matt and Mark Delaney and Jeff Wojnar have the honor of displaying the huge trophy for one year! Tough team Simoniz, always a contender, placed second. You can't win every year, after all! Congrats to Al West, Brian Marquis, Barry Smith and Todd Whitehouse. Amazing golfers Tom Lombardo, Tony Lombardo, TJ Ferry and Bob Mulligan from Scrub It Car Wash rounded out the top three teams.

Matt Delaney captured Men's Long Drive and Brandon Piatt, also from Allston Car Wash, won the closest to the pin on 13. Do you guys really wash cars over there or just golf?

Dave Ellard, NECA President, opened the dinner program with a \$1,000 scholarship award presentation to Toni Guzman. Her father Jose works at Triple Play Car Wash, and it is in the NECA tradition to help a family defray the incredibly high cost of further education today.

Tony DeBarros followed with a very moving presentation of his charity formed to help the children of Cape Verde devastated by a volcanic eruption.

Paul Vercollone of Briteway Car Wash enthusiastically hosted the live auction. High bidders were rewarded with a stay at a New Hampshire Condo, Bass Fishing Trip, A Martha's Vineyard Sail, and a Riverboat Cruise. Thank you to Peter Janis, Bob Paisner, and Paul Vercollone for donating these amazing live auction items. All proceeds from the auction and raffle were donated. Thank you so very much for your generosity. With your help we were able to donate \$5,600 to the children of Cape Verde and \$2,000 to the NECA Scholarship.

These events require support and planning. I would personally like to thank Paul Vercollone and Donato DePinto for their dedication. Sponsors and Players – thank you, thank you. Without you there is no event. NECA can be proud to give back to their own who are passionate about causes close to their heart.

On a side note, due to a malfunction with the camera we have no photos of the event. Would you all help out and email your memories to the NECA office to post on our website?

I know you were taking selfies out there...!!!

Patti Kaplan operates Starlite Car Wash in North Reading, MA. She is a former NECA President and golf chair.

Golf Outing Success Results in a \$5,000+ Donation to the Children of Cape Verde

The New England Carwash Association's (NECA) Annual Golf Outing on September 28 was a success by all measures: beautiful weather, an excellent course, strong attendance, a high level of sponsor participation and a great time had by all. But, the NECA Golf Outing is more than fun. It also allows NECA to make sizable donations to charity and builds available funds for the NECA Scholarship Program.

This year, we chose to support the charitable efforts that assist the children of Cape Verde. Their needs were eloquently described by Tony DeBarros of Balise Car Wash in the fall edition of this magazine and at the outing. Our \$ 5,600 donation will go a very long way.

\$1,000 Scholarship Award: Winner and Proud Dad Honored at Outing

In 2011, recognizing the burden of the increasing cost of post secondary education, NECA developed a scholarship program to assist its members. We award \$1,000 scholarships to deserving candidates and this year, Toni Guzman was our recipient. She is the daughter of Jose Guzman who works for Triple Play Car Wash in Attleboro.

Toni Guzman's goal always was to attend college in New York City and she's currently enrolled at the New York Institute of Technology studying architecture. After graduating high school in Rhode Island, she couldn't afford to live in New York right off the bat and moved to New Jersey to build up her savings. She worked two jobs on a regular basis and frequently worked three in addition to taking basic academic courses at Bergen Community College. After what felt like an eternity, she finally saved up enough to move to New York and achieve her greatest desire: to study architecture in one of the most prominent cities in the world.

She reports that this was a "major milestone in my life," one that she worked very hard to achieve. The greatest challenge, however, has proven to be balancing finances and academics.

Architecture courses are extremely intense and demanding, but she has managed to both work and attend school. Materials for model making, paper for plotting and books for classes are all expenses that quickly add up throughout the semester. Because of the added expenses, she constantly has to pick up additional shifts at work to make ends meet.

This scholarship, we hope, will enable her to worry less about finances and dedicate more time and focus to her studies.



We'd like to thank Greg Thompson of Bedford Car Wash, Peter Silk of Minute Man Car Wash and Ron Bousquet of Randy's Car Wash who serve as our application review team. A call for 2016 nominations will be sent to our members and their employees this winter.

To be eligible, an applicant must:

- ❖ Be an employee, full or part time for at least one year, or direct family member of an employee, of any NECA member company
- ❖ Have graduated high school or the equivalent
- ❖ Be enrolled, or plan to enroll, at an accredited post-secondary educational institution full or part time (not limited to traditional academic programs - a trade school, a community college, etc.)
- ❖ Not have won a scholarship from NECA in the last year.

Recipients are evaluated by a panel of NECA members who carefully consider the following: high school/academic standing, leadership capabilities, community involvement, strength of character, personal achievement, plan of study and future goals. Financial need also may be considered. ■



Toni Guzman



Get the full value of your NECA membership.

Here are some suggestions:

- ❖ Sell more carwash books by signing up for carwashgifts.com, a free service for members.
- ❖ Ask for a competitive rate quote from the National Carwash Insurance Program, available to association members only.
- ❖ Learn something new by speaking to someone you've not met before at a NECA dinner meeting.
- ❖ Apply to win a \$1,000 NECA Scholarship.
- ❖ Stay ahead of the legislative and regulatory curve by reviewing the state by state, monthly reports prepared by NECA's legislative intern.
- ❖ Market your company in the NECA
- ❖ E-Newsletter's "Vendor Spotlight."
- ❖ Call a NECA member for a solution to a mechanical problem.
- ❖ Improve your bottom line by signing up for the TSYS credit card processing services.
- ❖ Play golf with us for fun and charity – even if you're a terrible golfer.
- ❖ Give your customers an easy to use, ecologically responsible alternative to driveway wash fundraisers that will reach outside their immediate communities: Wash for a Cause.
- ❖ Learn about the newest products and services by attending the Table Top Show.
- ❖ Promote your expertise by submitting a brief "Tip of the Trade" article to the NECA E-Newsletter.
- ❖ De-clutter your back room by advertising no longer needed equipment in the NECA website's "Member Marketplace".
- ❖ Influence the future of the industry by working with a NECA task force or committee. ■

IT'S MEMBERSHIP RENEWAL TIME!

It's that time of year when we remind our members that their 2016 membership renewals were due on January 1. Membership is an excellent value. Throughout the year, the NECA offers significant member benefits to its members (every employee of a member company enjoys membership privileges) including money-saving credit card services from TSYS, a special gift book marketing website (carwashgifts.com), eligibility for the National Carwash Insurance Program, informative publications, a scholarship program, legislative monitoring, marketing opportunities and more. What have we done for you lately?

This past holiday season, we researched and provided a very special benefit.

NECA invested \$40,000 to boost holiday gift book and coupon sales, which in turn boosts equipment and chemical sales. Between Dec. 10-23, we purchased airtime for more than 350 commercial spots, placed before and after traffic and weather reports, on 20 stations across New England including MA, NH, RI and on Cape Cod. Now, that's the power of association!

Arguably, NECA's greatest strength is the collective knowledge and experience of its members. To help our members connect and learn together, we presented four major events in 2015.

On January 27, Dr. Teresa McCarthy, Professor of Marketing and Supply Chain at Bryant University was our guest speaker and moderator for an informative and lively discussion of marketing strategies and campaigns that build more business. A panel of marketing savvy carwash operators shared their experiences to help you determine which of various marketing approaches is the best fit for your business.

On May 12, we had a terrific Table Top Show at the Holiday Inn in Mansfield, preceded by a tour of carwashes in Southeastern Massachusetts and Northern Rhode Island.

On Sept. 28, we had a golf outing that was not only fun but as a result we donated more than \$5,000 to aid the children of Cape Verde and added to our Scholarship Program fund.

On Nov. 17, we brought in a recognized expert in customer relations to speak on "How to Deal with Angry Customers." To make it possible for members to bring their entire customer service team, we offered special quantity registration pricing.

There are many membership benefits, whether you're able to attend one of our signature events or not. We do hope to see you in person soon! Save Tuesday, Jan. 26 for our Winter Dinner Meeting and Program, "Staying on the Right Side of the Law."

If you have not already renewed...

You can renew your membership 24/7 on the secure NECA website: <http://www.newenglandcarwash.org/category/3450/join-neca.htm> or, mail a dues check with the invoice we mailed to you, with additions and corrections, to the NECA office at 591 North Avenue, Suite 3-2, Wakefield, MA 01880-1617. ■

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Meet NECA's 2016 Officers & Directors

President

Dave Ellard is co-President of Triple Play Car Wash in Attleboro, MA, an environmentally-conscious facility that offers exterior and in-bay automatic washing, detailing, gasoline, Q-lube and a C-store services.

Vice President - Operators

Dom Previte III is the owner of Somerville Car Wash and Detailing, Somerville, MA, which offers full-serve, self-serve and inbay automatic wash options, and has been honored for the excellence of their detailing services. He also is the president of WashSource, an equipment sales and servicing company.

Vice President - Suppliers

Steve Stockman is President of No. Billerica, MA-based Trans-Mate Products, Inc., professional manufacturer of carwash and car detailing products for more than 30 years.

Treasurer: To be announced

Immediate Past President

Adam Korngold owns Waves Car Wash in West Roxbury, MA, which offers full-service washing and detailing, and has been honored for its environmental initiatives. He also is the President of Washify which offers unlimited software and a point-of-sale system.

Operator Directors

Tony DeBarros is general manager of carwash operations for Balise Car Wash based in Hyannis, MA, and soon expanding into western Massachusetts.

David Blackman manages Blue Wave Car Wash, his family's exterior carwash and detailing center, in Middletown, RI, committed to giving back to the local community.

Peter Janis, a second-generation carwasher, is the owner of full and self service Jamaica Plain Car Wash (and Laundromat) in Jamaica Plain, MA, which has a very prominent solar array.

Patrick Mosesso is the General Manager of RoJo Car Wash, a busy wash and gas station in Norwood, MA, that has been in operation for nearly 50 years.

Mat Paisner, a third generation carwasher, is Director of Business Development for ScubAdub based in Natick, MA, with locations in MA, NH, RI and ME.

Micah Smith is the Car Wash Operations Manager for Waltham, MA-based Global Partners LLC, which has 30 locations throughout New England.

Supplier Directors

Brandon Berriault represents East Wareham, MA-based Tapco LLC, supplier of environmentally-safe, fire-resistant, non-toxic, water-soluble hydraulic fluids.

Duffy Cink represents Malden, MA based-Autowash Maintenance Corporation, the largest stocking supplier of parts, cleaning solutions, and carwash equipment in New England. ■



TREASURER'S REPORT

New England Carwash Association, Inc.

3rd Quarter Jan. 1 - Sept. 30, 2015

Income

Interest Income.....	\$18.22
Meetings.....	\$43,399.98
Member Services.....	\$4,018.08
Membership.....	\$19,495.00
NRCC.....	\$31,865.94
Scholarship.....	\$250.00

Total Income..... \$99,047.22

Expenses

Advertising and Promotions.....	\$-
Board Expenses.....	\$1,864.95
Charitable Contribution.....	\$-
Insurance.....	\$1,782.00
Management Services.....	\$27,647.04
Meetings.....	\$29,607.17
Member Services.....	\$922.37
Membership.....	\$1,083.98
Office Expense.....	\$2,419.17
Professional Expense.....	1675.00
Tax.....	\$-

Total Expenses..... \$67,001.68

Net Income..... \$32,045.54

Other: Wash for a Cause

Income	\$1,250.00
Expenses:	
distributions to car washes.....	\$96.60
Distributions to participants.....	\$487.60
Wash for a Cause - other exp.....	\$44.40
Website.....	\$452.91

Total Expenses and Distributions..... \$1,081.51

Net Income..... 168.49

Cash Balances

Citizen's Bank Savings.....	\$88,308.55
Citizens Checking.....	\$63,824.21
Citizens Bank Reserve Fund.....	\$86,000.92

Total Checking / Savings..... \$238,133.68

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PRESIDENT’S COLUMN

I recently attended a seminar where the speaker emphasized the importance of keeping your audience engaged. He suggested “switching gears,” and rotating between related topics to keep people focused and their energy levels up.

With that idea fresh in my mind and my first cup of coffee in hand, I will start this column with congratulations to the Northeast Regional Carwash Convention (NRCC) board and especially to the Host Association, The Mid-Atlantic Carwash Association.

This year’s chairperson, Dave DuGoff, and his fellow board members Mike and Heather Ashley did an amazing job with the 26th Annual NRCC. The move to the Atlantic City Convention Center (ACCC) has allowed the NRCC to grow in size, and with more than 300 booths it was the largest show floor we have ever had.

The show continues to grow and initial feedback from exhibitors and attendees has been extremely positive. I would like to especially thank Paul Fazio, CEO of Sonny’s the Carwash Factory, for his unwavering support of the NRCC and other regional events. His presentation, “The Future of Carwashing” took market analysis of our industry to an entirely new level. Whether you are a single or multi-site operator or looking at our industry for the first time, there was valuable information about the growth and potential, as well as his insight alerting you to where competition may lie. Thanks to Paul, members of our regional associations are better prepared to face the challenges of operating their businesses.

Tour of West Point

In New York State Car Wash Association (NYSCWA) business, we recently held our fall membership meeting at the Hotel Thayer at the West Point Military Academy. It was great to see so many members of other associations attend the event. More than 50 were treated to a tour of the historic Military Academy on a picture perfect fall day.

I would encourage anyone who is in the area to take a tour of the nation’s oldest military academy; it truly is an amazing place producing some of the best and brightest leaders our nation has to offer.

After the tour of the Academy we spent the afternoon visiting a number of carwashes in the Hudson Valley. This is always my favorite part of the meeting –carwashers spending time –in one-on-one conversation or group discussions that help us all improve our operations.

No matter how long you have been in this industry, there is always something to learn. I would like to thank the operators who opened their doors to us and shared their successes and failures with the group. We all learned a ton!

The day concluded with our membership meeting during which time we voted in our slate of officers and added Gary Baright of Foam & Wash Car Washes to the board. Gary has been a long-time carwash operator and has a passion for the business. He wants to share his passion and grow the membership ranks of the NYSCWA to new levels. His fresh perspective and willingness and desire to want to give back will no doubt make him a valuable member of the NYSCWA board. Gary, welcome aboard!

Continued on page 75 ...

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Advanced Car Wash Rebounds After Equipment Room Fire



By Alan M. Petrillo

If Don McLean was right with the line in his “American Pie” hit song that says “fire is the devil’s only friend,” then the devil must have been at work on a cold, sunny February 20, 2015, morning at Advanced Car Wash in Voorheesville, NY. That’s when fire broke out in the equipment room of the carwash and kept the entire place shut down for several months.

Timm Baldauf, owner of the one in-bay automatic and three self-service bays facility, said his longtime carwash attendant called that morning to inform him smoke was coming out of the wash above the equipment room, and when the attendant tried to get in there, he was unable to do so due to the heavy smoke. The attendant also had called the fire department.

“The fire department responded and put out the fire, mostly with dry chemical extinguishers and a little bit of water at the end,” Baldauf said. “We found that the hot water boiler for the self-service bays had overheated, but the pumping safety system did not shut it off. No one has yet determined why that system failed.”

Baldauf acknowledged that boilers themselves are not combustible. “However, items left in too close proximity to the boiler were where the problem developed,” he said. “We had small parts plastic bins on wooden racks nearby, and when the flames came out the boiler’s intake vent, that’s the stuff that caught on fire.”

While Baldauf lost his inventory of small parts in the equipment room, he faced a much bigger problem as the ex-

perts checked out the place after the fire.

“The heat from the fire was the biggest problem,” he said. “It went straight up to the ceiling, although the flames didn’t get up there, and the heat damaged the PVC piping, plastic air tubing and all the control cables for the in-bay automatic and the self-service bays that ran in a trough across the top of the equipment room.”

Baldauf, who had both fire insurance and business interruption insurance through McNeil & Company, praised the insurer and agent Mike Benmosche for speedy service and understanding the need to get back in business quickly.

“The insurer wanted to re-cable everything in the system,” Baldauf said. “The in-bay automatic was running at the time at the other end of the building, but its cabling was over the equipment room and the insurers were worried it could have been affected. So we got an all-new in-bay automatic, new equipment for the self-service bays, and a new equipment room.”

Baldauf said the entire equipment room, with the exception of an air compressor, had to be gutted, professionally cleaned, repainted, and then have all new equipment installed. But it was getting the carwashing equipment that took more time than Baldauf had anticipated.

“The difficulty with getting the self-service bay and in-bay automatic equipment was that it had to be built, they are not on-the-shelf items,” he said. “We had to get in line with everyone else who was ordering equipment and were told it would take three weeks to get the equipment built. In the end, it took five weeks, and then there was the installation time.”

Baldauf said the facility was closed nearly four months after the fire.

“The self-service wash was out of service for just under



Advanced Car Wash in Voorheesville, NY, was closed for nearly four months due to a fire in its equipment room.



three months, while the in-bay automatic was out of commission for one day short of four months,” he pointed out.

Because there was no visible sign of the fire on the outside of the carwash, Baldauf said he had to communicate with people in the area to let them know why the carwash was closed for so long.

“I did an email blast and a letter to the editor in the weekly paper about the fire and how much damage it did to the carwash, even though it didn’t show on the exterior,” he said. “We told them we were waiting for special carwash equipment to be delivered and installed, and we hoped they would bear with us.”

As of this writing, Advanced Car Wash’s self-service bays have been open two months and the in-bay automatic one month.

“We have some promotional signs on the building and plan on doing a 25th anniversary grand reopening campaign to get people to come back and start washing cars with us again,” Baldauf said. “We are setting up direct mail campaigns for the zip codes in close proximity to us, plan on hitting our email marketing database, and putting ads in the weekly *Altamont Enterprise* newspaper.”

Baldauf said he is a firm believer in full insurance

coverage, which helped him get through the fire ordeal.

“I’ve always tried to listen to my agent’s recommendations when he goes over the policy for value,” Baldauf said. “Loss of income is a huge issue to be able to recoup, and when you look at the cost of equipment, you need to be versed not only on what it costs to replace, but also to factor in removal of the old equipment and installation costs of the new.” ■

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

NYSCWA President's Column

... continued from page 72.

I'd also like to welcome officially, Todd Mills of Car Wash Products in Scotchtown. He took over a vendor vacancy last year and is already adding a great deal to the board. Thanks for stepping in and stepping up, Todd!

My first coffee is almost empty which means it's time to get to work. I would like to again thank the members of NYSCWA association, the NRCC board and all those who make this industry a great way to do more than make a living. It is truly an honor to serve as the President of this association.



Walter Hartl
NYSCWA President

New York State Car Wash Association Profit and Loss

January - September, 2015

Income

Meetings Income.....	9,355.00
Membership Dues.....	17,325.00
Northeast Convention Income	4,769.24
Promotional Fees.....	327.58
Vendor Sponsorships.....	3,000.00

Total Income.....\$34,776.82

Gross Profit.....\$34,776.82

Expenses

Advertising/Promotional	115.20
Bank Service Charges	10.00
Charitable Contributions.....	250.00
Credit Card Fees	0.51
Director Fees.....	14,000.00
Insurance Expense	1,430.00
Legislative Expense	100.00
Legislative Fees	9,000.00
Meetings Expenses	10,218.39
Northeast Convention Expenses	4,015.88
Office Expenses	860.54
Postage Expense.....	268.91
Printing/Graphics	152.00
QuickBooks Payments Fees.....	515.57
Telephone.....	94.84
Travel	246.70
Website Maintenance.....	887.50

Total Expenses.....\$42,166.04

Net Operating Income.....-\$7,389.22

Net Income.....-\$7,389.22

NBT Checking.....\$44,597.74

NBT Money Market.....\$45,595.04

9/30/15 Cash on Hand.....\$90,192.78

Monday, Oct 26, 2015 06:39:22 PM PDT GMT-4 - Cash Basis

NYSCWA Tours West Point, Area Washes

The New York State Car Wash Association's (NYSCWA) Fall Membership Meeting & Carwash Tour began with a private tour of historic West Point, The United States Military Academy, October 29. An hour and a half tour was led by a seasoned West Point guide and included a wealth of history and a visit to the site's breathtaking Cadet Chapel, a classic example of gothic revival architecture with a cross-shaped floor plan, soaring arches, ornate stone carvings and abundance of stained glass. "This tour is fantastic," said attendee Rob Peter with Lustra. The tour was sponsored by G & G LED.

After the tour of West Point a full bus of attendees visited five washes in the Hudson Valley including Foam & Wash in Fishkill, where they were treated to a bag lunch sponsored by Innovative Control Systems, Foam & Wash in Newburgh, Minute Car Wash in Newburgh, Sheeley's Car Wash in Walden and Panache Car Wash in Middletown. The Foam & Wash locations are owned by the Baright family. Minute Car Wash is owned by Anthony Pezzo and managed by Robert

Brehaut. The Sheeley family owns their wash in Walden and Panache is owned by Anthony Colangelo. Each location included innovation and an attention to detail. The bus tour was sponsored by Micrologic Associates and Simoniz USA.

After the tour wrapped up the group enjoyed hors d'oeuvres sponsored by Econocraft Worldwide Manufacturing before partaking in a buffet dinner sponsored by Kleen-Rite Corp. and Motor City Wash Works.

After dinner NYSCWA President Walt Hartl held a brief business meeting where the 2016-2018 officer slate was voted into office. The slate includes President Walt Hartl, Vice President Paul Vallario, Secretary Timm Baldauf and Treasurer Mike Benmosche. Operator Directors include Stephen Weekes, Rodney Bronson, Christian King and Gary Baright. Vendor Operators include Jake Collison, Rob Peter and Todd Mills.

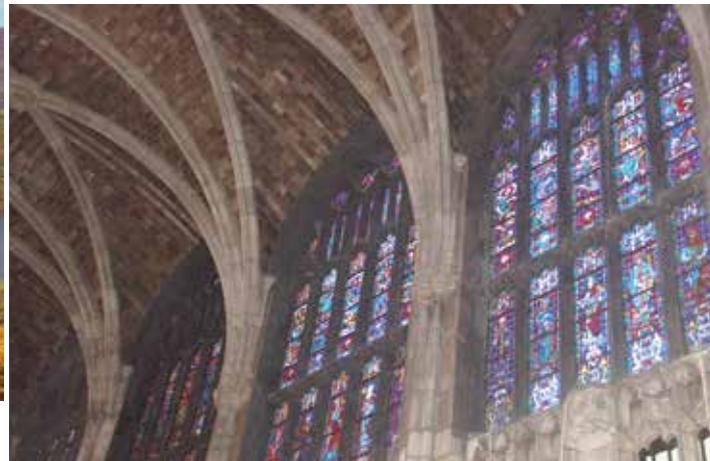
For more information on the NYSCWA visit nyscwa.com

Tour Photos on Pages 77-87.



The New York State Car Wash Association (NYSCWA) toured the historic grounds of West Point taking in all the sites and picturesque vistas of the Hudson Valley at the peak of foliage season.





The West Point Cadet Chapel is a place of Protestant denomination worship for many of the U.S. Corps of Cadets. It opened in 1910 and is predominately constructed of Granite and features Gothic Revival architecture. It took four years to build.

Founded in 1802, West Point is less than 50 miles north of New York City along the banks of the Hudson River, the state-of-the-art sports facilities and academic lecture halls of the academy provide a perfect juxtaposition for the terrain-rich environment used for cadet military training.



The Thayer Hotel (below), originally the West Point Hotel, is a landmark facility on the grounds of the U.S. Military Academy, overlooking the Hudson River. It has been visited by U.S. Presidents, international leaders and celebrities alike and is like no other in the world. It is a 151-room Historic Hotel of America Property. It was named after Sylvanus Thayer, West Point class of 1808, who was the "father of the Military Academy" and features Gothic Revival architecture.





Foam & Wash in Fishkill is a nine-year-old site rebuilt two years ago after a fire. It includes three inbays (2 friction/1 frictionless) where you wash in one bay and dry in another. It also boasts three dog washes, six traditional bays featuring 11 dial functions including a turbo hand dryer on a 360 degree boom and solar heating.



Peter LaRoe of Personal Touch, Frank Gaglio of Camp Avenue and Dominic D'Agostino of Personal Touch.



Otto Rusch and Richard Boyko of Otto Rusch Contracting.



The vac islands are colorful and equipped with several additional profit centers.



NYSCWA President Walt Hartl and Innovative Control Systems' Brad Metcalf



Foam & Wash patriarch Dick Baright and Chris and Mark Kubarek



Christopher and Mark Kubarek of K & S in Auburn



Brian Weygand and Tom Hoffman Jr. of Hoffman Car Wash



The countdown timer helps customers keep track of their minutes in the bay.

The three-bay dog wash is a great profit center for the facility and one of the first dog washes in the region.

Foam & Wash in Newburgh is a 23-year-old recently remodeled 120 foot exterior-only tunnel with a new 24-hour automatic with separate drying, a new two-bay dog wash, new 12-station stainless steel vac arches and LED lighting.



It's a family affair - Todd, Dick and Gary Baright.



Motor City's Pat Kirwan and Posh Wash's Chris Zona.



Fast friends Gary Baright and Scott Freund.



The remodeled 120-foot tunnel features a Motor City Dry N Shine arch.



Colorful, easy-to-read signage makes the customer's wash choices seamless.



The wash's Lava Arch is eye-catching.



The vac island draws you into the multi-functional wash.

The Barights were one of the first on the East Coast to embrace the Dog Wash concept.



Minute Car Wash in Newburgh is a full service 140-foot tunnel featuring an unlimited program, 48-hour VIP Guarantee and 48-hour Clean Car Guarantee and a huge detailing volume. The wash is owned by Anthony Pezzo.



Operation's Manager Robert Brehaut and his daughter Emma.



The wash uses its signage well to convey all of its services to passing motorists.



Another benefit of frequenting Minute is its Loyalty Rewards program.



This hands-on wrap in the wash's lobby is a great tool for new customers and drivers in training!



Minute does a huge detailing volume.



Plenty of colorful signage provides many choices for Minute customers.



NYSCWA Tour ... continued from page 83.

Sheeley's Car Wash in Walden is a 75-foot express tunnel, three-bay wash and Laundromat owned by the Sheeley family. It also features four traditional self-service bays, vending and paid vacs.



The vac islands are clean and efficient.



The friction wash gets the job done.



McNeil's Mike Benmosch and Lustr's Rob Peter.



Preparing for the likely harsh winter ahead with a load of salt in October.



The traditional self serve faces the main street in Walden.



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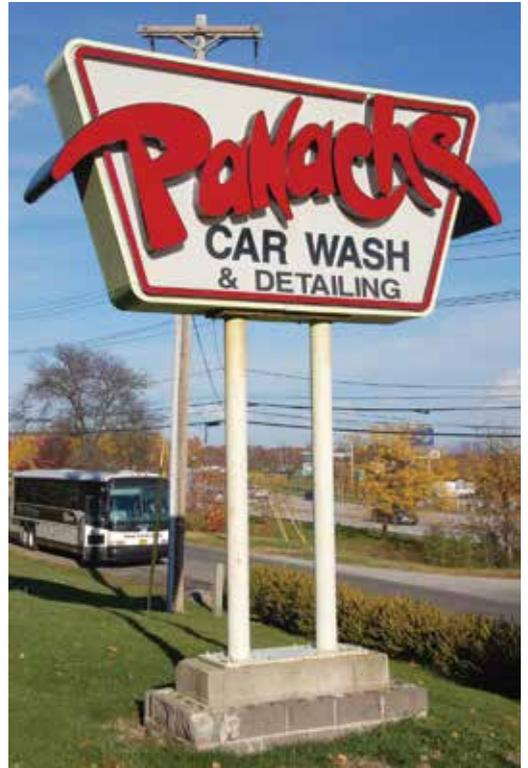
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NYSCWA Tour ... continued from page 84.

Panache Car Wash in Middletown is another recently remodeled wash that features an unlimited program and free vacs. It also boasts a new Dry N Shine machine and automated tire shine unit. It's owned by Anthony Colangelo.



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Unlimited Program, Targeted Discounts Work Well for Suds Car Wash Owner

By Alan M. Petrillo



Suds Car Wash in Yonkers, NY, is bullish on its Unlimited Program.



Denny O'Hearn, the owner of Suds Car Wash at 866 McLean Ave., in Yonkers, NY, started an unlimited program for his customers a year and a half ago and found that it's a boon for his business and a strong incentive that builds loyalty among his customers.

Suds Car Wash is a flex-service carwash with a 75-foot tunnel that O'Hearn rebuilt nearly from scratch five years ago. "I bought an abandoned carwash that had been vacant for some time," O'Hearn said. "I removed all the equipment and took it down to the bare walls, then changed the entrance to the tunnel, rebuilt the entire place and installed all new equipment."

Suds Car Wash washes approximately 25 percent of its vehicles as full-service washes, where interior cleaning is done in an area alongside the tunnel. Detailing work is performed in that area as well.

The carwash's top wash is Super Suds at \$12, with \$1 extra for SUVs and \$2 extra for oversized SUVs. Its Deluxe wash is \$10, along with the two add-ons, and its Basic wash is \$8, plus the add-ons.

"We have a la carte pricing, where for \$5 a customer can get interior vacuuming," O'Hearn pointed out. "We also do express detailing for \$30, \$40 and \$45, depending on the size of the vehicle."

O'Hearn, who worked in the advertising and promotion business in New York City for 30 years, said he always want-

ed to own a small business, and after investigating different types of business ventures, settled on carwashing. And while he continues to consult in the advertising and marketing areas, he also puts that knowledge to work at Suds Car Wash.

O'Hearn noted that after starting the carwash's Unlimited Wash Program, he found that it became very popular with customers and turned into his most productive form of promotion.

"Our Unlimited program costs \$19.95 and \$24.95 depending on vehicle size for an exterior-only wash for a 30-day period," he said. "People can come (in) as often as they want, and while we have a few customers who come a dozen or so times a month, most people don't abuse the program and only use it three or four times a month."

About 98 percent of the Unlimited Wash customers auto-renew by credit card, O'Hearn said. "If they want to pay cash, the cost monthly is \$35 because I have to bill them by hand," he said. "The auto-renew by credit card is an incentive for them to save money."

The Unlimited Wash Program is Suds Car Wash's biggest promotion, where O'Hearn markets it through lots of hand-outs and flyers.

"We give flyers out to our customers and give them \$5 for each referral they bring us," he said. "They mark their name and phone number on the flyer so we know who did the referral."

O'Hearn said that he also uses Google AdWords and Groupon to promote the carwash and its Unlimited program, which gives the wash additional digital exposure.

"We also use coupons on flyers that we distribute on cars in area shopping center parking lots, instead of mailing them to homes," O'Hearn pointed out. "We've found if we distribute the coupons in parking lots, people keep them in their car and are more likely to use them than if they were sitting at home because they came through the mail."

O'Hearn also has a wholesale wash program with area gas stations, car repair shops and restaurants where he sells the business carwash tickets at about half price. "It allows the business to give a free carwash with each sale they make," O'Hearn said, "and makes for good revenue for me."

Suds Car Wash also sells gift cards where it adds 20 percent to the value of a \$100 gift card, which O'Hearn said has been a very effective promotion. In addition, his license plate reader at the point-of-sale tracks customers, allowing him to give a free carwash for every 10th visit by a customer, which has helped build customer loyalty.

15 Minutes of Fame

O'Hearn also was able to capitalize on a problem with a customer. The customer claimed that the carwash damaged his auto's bumper by having a hand brush jammed into a wheel well. O'Hearn showed the customer the brush, demonstrating that it wouldn't fit into the wheel well, and also showed him a video of the pre-cleaning. The customer still took O'Hearn to Small Claims Court for \$1,700.

O'Hearn said that before the case could be heard, he got a call asking that the case be adjudicated on the television program, *The People's Court*. He agreed.

"It was a no-brainer because if the customer won the case, the show would pay for the repair costs and if I won we would get a small fee, something like \$300," O'Hearn said. "The

video showed the damage wasn't our fault, and that the customer made a false claim for the \$1,700. So we won, and got a lot of free promotion out of appearing on the show." ■

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

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Bob Katseff, Turnpike Car Wash, Peabody, MA



How To Prevent Property Damage at the Wash!



By Mike Benmosche

Can you afford to pay thousands of dollars more than your competitor and continue to grow your business profitably? Unlikely. However, that's what you do if your wash doesn't have a plan to control damage to customer's cars and carwash equipment. It's not magic. It does take some planning and work and it is a serious threat to your business.

Just how does this affect your wash? First and foremost, frequency in damage claims will increase your insurance costs. Even if the company pays for the damage, the deductible comes out of your pocket. The next added cost comes at renewal time when your rates jump. Then, for those losses that you have to pay first dollar, plan on spending at least \$3 for every \$1 it costs to actually repair the damage to cover the indirect expenses. What are those you ask? They are the value you lose due to:

- ❖ Lost time spent by supervisors investigating the accident
- ❖ Lost time spent by supervisors filling out paperwork
- ❖ Loss of production and productivity while you fix the problem
- ❖ Loss of business due to poor public image
- ❖ Loss of business due to employees taking time to discuss the incident and
- ❖ Loss of productivity due to a decrease in trust and morale.

The following are some tips that may assist you in designing a procedure at your wash to mitigate and eliminate property damage:

- ❖ Note prior damage by using surveillance. Circle the area of the damage and point to the camera. Having a high-quality HD camera system is worth every penny. It allows you to prove if you did or didn't do the damage.

In addition, make sure your system stores a minimum of 60 days. If a customer is going to file a claim with their insurance, or try to initiate a lawsuit against you, it's usually beyond the 30 days most systems record.

- ❖ Document all incidents, even if they are not reported to the insurance company. Make sure you have a form that states, "This is for informational purposes only and doesn't imply any liability."
- ❖ Identify vehicles that may require retract service. Post pictures of these vehicles at the loading station and test retracts daily for proper operation.
- ❖ Train employees on proper hand signals for loading vehicles. Keep it consistent.
- ❖ Be sure there is a process for keeping truck beds

clean, i.e. signs, wheel barrels and shovels. Adding a Convex mirror on a pole just before the loading area will allow the attendants to easily inspect the bed of trucks without leaving the work area.

- ❖ Take pictures of suspected damage even if there is video. Use various angles and make sure the photo has a date stamp to prove when it was taken, as well as the license plate of the vehicle.

- ❖ Post pictures of currently identified vehicles that have previously demonstrated susceptibility to damage from standard carwash equipment, i.e. low riders, dually trucks.

- ❖ Maintain an incident log and record all that occur to establish if there are any patterns.

- ❖ Use a tool that is available to measure tires to ensure the width is acceptable for the conveyor. Use it.

- ❖ Note vehicles with automatic step rails.

- ❖ Note vehicles with aftermarket attachments, i.e. rims, racks, etc.

Post a sign prior to the customer paying for their carwash advising them of your damage policy and enforce it.

Make sure you have only one person who can approve claims over a set limit, below that limit allow managers to decide.

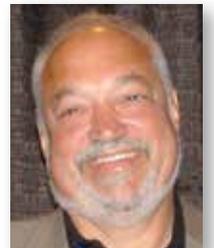
Anytime you pay out a claim, have the customer sign a release stating that by accepting payment they have no further or future claims against you or your business.

Review your claim incident reports regularly to determine if there are any patterns with regards to equipment or vehicles.

Make the safety of your employees, customers and their vehicles a top priority in your operation.

Put yourself in your customer's shoes. Even if you know you didn't damage their vehicle, they think you did. Make sure you show empathy, but never admit fault until you have time to fully investigate.

The bottom line is the bottom line! I'm sure you will agree that the lower your accident rate, the more profitable your wash. It will also keep your customers and employees happier. Sounds like a win-win, doesn't it? Time to take some positive action and be sure that you have an effective program in place and that you continue to monitor its success! ■



Mike Benmoschè

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



NYC Association Challenges Car Wash Accountability Law

By William Y. Crowell, III

New York City Local Law 62, “The Car Wash Accountability Law,” has been challenged in an action filed in the Southern District federal court by the Association of Car Wash Owners, Zoom Car Spa LLC, and Five Star Hand Wash LLC vs. City of New York. The plaintiffs are represented by Michael Cardozo, Esq., a former New York City Corporation Counsel.

This lawsuit focuses on the requirement in Local Law 62 that non-unionized carwashes post a surety bond five times higher than the amount required to be posted by unionized carwashes, \$150,000 versus \$30,000.

The complaint filed by the plaintiff sets forth the following grounds to invalidate Local Law 62:

- ❖ The surety bond requirement interferes with the collective bargaining process in the carwash industry by placing an additional burden on non-union employers, which is alleged to be preempted by the National Labor Relations Act.

- ❖ Local Law 62 regulates wages which are subject to comprehensive regulation by the New York State Labor Department under the Labor Law, and is alleged to result in state law preemption.

- ❖ Union and non-union carwashes are similarly situated with no rational basis for a two-tiered bond requirement, creating an alleged violation of the equal protection clause of the 14th Amendment to the U.S. Constitution.

- ❖ The amount of the surety bond for non-union carwashes is out of line with other surety bond licensing requirements of New York City and the purpose of the bond is to penalize non-union carwashes, resulting in an alleged violation of the due process clause of the 14th Amendment of the U.S. Constitution.

A deprivation of rights under color of law is also alleged.

The action brought by the plaintiffs has clearly delineated the legal issues that focus on the \$150,000 bond require-

ment. It is argued that the additional bond amount provides unions with leverage to pressure carwashes to unionize. The question for the court is – does this bonding differential constitute a rational basis on which to differentiate between carwashes? The New York State Car Wash Association (NYSCWA) will follow this litigation and keep its members informed as it progresses through the courts.

Schiavone v. ARB Enterprises, Inc.

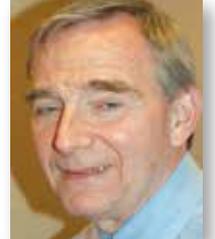
A recent decision by the Appellate Term of the Second Department – *Schiavone v. ARB Enterprises, Inc.* – merits discussion. ARB Enterprises, Inc. (“ARB”) is a carwash that appealed a determination by a justice court in a small claims action, which awarded \$278.98 to the plaintiff based on damages to the driver’s side mirror by an employee of ARB while preparing the vehicle to enter the carwash. The Appellate Term upheld the judgment of the justice court, finding the judgment awarded provided substantial justice according to the rules and principles of substantive law. The court rejected the defendant carwash’s position that it had a sign stating that it was not responsible for damaged mirrors. The court found that the carwash did not establish that the sign was posted in a conspicuous manner so that the plaintiff had notice of its terms, or that the plaintiff had agreed to the disclaimer. The plaintiff was not found by the court to be bound to the terms of the disclaimer.

Worker Exploitation Task Force

Governor Cuomo appointed a statewide task force in July 2015 to combat worker exploitation to identify and stop illegal practices. The task force consists of 10 state agencies, including the Department of Labor and an advisory committee appointed by the Governor. The target industries included carwashes, with the focus on industries with the highest rates of em-

ployer non-compliance. Recently, the task force reportedly opened investigations into 30 employers, including carwashes, among other employers.

Any carwash operator who has not brought their business into compliance with all appropriate wage and other labor laws should seek assistance to make sure their business is in compliance with all applicable laws. If your Association can provide any assistance, please don’t hesitate to contact us. This enforcement effort underlines the continued scrutiny of pay and employment practices of carwashes. Please make sure that your carwash operation is in compliance – you will avoid significant problems by exercising additional caution. ■



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William Y. Crowell, III

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“Oh, the healthy things you can do” – Dr. Seuss

By Ray Justice

you read the previous four 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 over view and zeroed in on **“Nutrition”**.

In second article we covered **Motion, Movement & Stretching**

Third was on **Sleep, Rest & Recreation**.

Fourth was about **Health Focused Reminders**.

This article picks up where we left off last month with **Reminders** and the **Habits** we need to change.

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

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

few important words that relate to health, fitness and energy.

nutrition, Water, Stillness, Resting, Sleep, Recreation, Movement, Present Moment Awareness, Focus, Intention, Mind-Body Connection, Emotional Well Being, Our Thoughts, Our Fears, Our Beliefs, Our Possibilities, Appreciation & Gratitude

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

We learn new things and then forget them.

This happens until we Practice and Start **Changing Habits**.

Everything We Do is . . . a Habit .

Well almost everything is. When we do anything that we have done multiple times we are on automatic pilot. Like brushing our teeth, for example. When we actually do it we are not paying attention to the actual act. Next time you brush your teeth remember to focus on what you are doing and only that.

Guess what, the odds are that you won’t even remember to try it let alone keep that focus for the whole one minute it takes.

We brush our teeth each time, not being aware of what we are doing because we have done it so many times. Same with eating, driving your car and many other daily Functions. So you see we are on automatic for much of our life, going through the motions but not really being present to it.

Now let's jump in to the above comment about eating. We are told, and we can see, that much of the country has a serious weight gain problem. What "could" happen in that area if we really paid attention to what we were doing?

We need strong reminders until we have practiced enough to create a new or different **habit** for ourselves.

If we repeat something, like brushing our teeth, twice a day is 730 times a year.

Do that for 10 years, or 7,300 times and you have created a very strong habit.

How about 20 or 30 years or more?

What that means is that when you are doing our example situation of brushing your teeth, you are doing it without paying attention because it is automatic.

That is why **habits** are so hard to change and practice is called for. Lucky us that most **habits** do not take 10 years to change but the easy ones do take 20 to 30 days.

Brushing your teeth is not necessarily a **habit** you will want to change but more of an example of not paying attention and seeing how we get on automatic pilot with so many day-to-day things.

We hear a lot about **mindfulness** lately and how important it is to function in a healthy way.

With that in account contemplate how being **unmindful** would effect things. They would pretty much just happen on their own. Being **mindful** means being aware

of where we are and what we are doing and focusing on. Being **mindful** is getting a

lot of press on being big contributing factor in our over all health, well-being and success.

So think about this, would being **unmindful**, not being aware of our body, our thoughts and what we are focused on, have, the opposite effect? Could we, or would we, have the opposite effect on our health and well-being?

If we pay attention not only to what we are actually putting in our mouths but also when we are doing it, we are being **mindful**. Not doing other busy things while eating is suggested.

Eating while doing anything else distracts our attention from what is happening to our bodies in this present moment. That leads to eating more, eating faster; eating whatever is in front of us.

We are not in control in this moment.

I know I can go there with popcorn while watching a movie or TV. Before I know it I eat the whole thing and I was supposed to go out to dinner after. How many times do we fall for the same mindless routine?

For most of us it is a **habit**, that we are used to, that dictates most of our days (and nights).

It is a **habit**;

when we usually go to bed and arise,

how we sleep,

Continued on page 94...

what we have for breakfast,
what we eat and drink,
how we eat (distracted eating),
the songs we sing, in our head or in the shower or car,
how we drive,
how we walk (on a regular basis),
how and when we exercise,
what we mostly talk about (most of it the same each day),
what we remember,
of unconscious choices (auto pilot)

Want a good new **habit**?

Practice the way you want it.

to be always learning,

to be curious,

to be self searching,

to be calm and compassionate,

to keep your eyes, and mind, open,

to chew food thoroughly,

Mindfulness is remembering to pay attention.

Habit is following the exact routine with out awareness.

By reading this article and taking the time to really think and ponder we hope that you will consider, and take steps, to know yourself and improve the lifestyle **habits** that affect you. An important part is paying attention to the prompt, or trigger, and the reward, the two things that come ahead of and follow a **habit**. The trigger and reward are what define a **habit** and make it automatic. A true **habit** happens automatically, at a subconscious level. It is a feeling, not a thought.

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



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To complete this writing here are several well-known quotes on habits.
Please enjoy creating a new and aware you.

“We first make our habits, then our habits make us.”

– John Dryden

“Habit is the intersection of knowledge (what to do), skill (how to do), and desire (want to do).”

– Stephen R. Covey, *The 7 Habits of Highly Effective People*

“Nothing is stronger than habit.”

– Ovid

“Most of our faculties lie dormant because they can rely upon Habit, which knows what there is to be done and has no need of their services.”

– Marcel Proust,

“We naturally like what we have been accustomed to, and are attracted towards it. The same is the case with those opinions of man to which he has been accustomed from his youth; he likes them, defends them, and shuns the opposite views.”

– Maimonides, *The Guide for the Perplexed*

“Habits and customs are a convenience devised for the support of timid natures who dare not allow their souls free play.”

– Virginia Woolf, *The Common Reader*

“If breaking a habit has been hard for you to do, hard for you even to face, then a helping hand is in order.”

– Kenneth Schwarz

“We are what we repeatedly do. Excellence, therefore, is not an act, but a habit.”

– Aristotle

“Between stimulus and response, there is a space. In that space lies our freedom and power to choose our response. In our response lies our growth and freedom.”

– Viktor Frankl

northeast carwasher



DIRECTORY OF ADVERTISERS

Aerodry Systems.....	7	JSA.....	73
Airlift Doors, Inc.....	21	Kirikian Industries LLC.....	54
Ascentium Capital.....	32	Kleen-Rite Corp.....	3
Aurora Design.....	20	Mang Insurance Agency (NBT-Mang).....	45
Autowash Maintenance.....	63	Micrologic Associates.....	27
AVW.....	23	Motor City Wash Works.....	49
Benchmark Payment Networks.....	86	My Car Wash Guy.....	91
Blendco Systems / C.A.R. Products, Inc.....	17	New Wave Industries PurClean/PurWater.....	37
BusinessKeeping.....	94	NRCC.....	29, 61
Car Wash Systems, LLC.....	45	PDQ Mfg., Inc.....	71
Coast Commercial Credit.....	47	Peco Car Wash Systems.....	5
Con-Serv Manufacturing.....	22	Perry Powell Consulting/WashIdeas.com.....	55
DRB Systems, Inc.....	9	Rendemonti Wealth Strategies.....	60
ERC Wiping Products.....	30	Ross Brothers, Inc.....	57
Erie Brush & Mfg. Corp.....	25	SK Advertising & Design Small Business.....	47
Etowah Valley Equipment.....	33	Simoniz USA.....	2
Extrutech Plastics.....	50	Sobrite Technologies.....	98
Fragramatics Mfg. Co., Inc.....	97	Sonny's The Car Wash Factory.....	99
G & G LED.....	31	Stinger Chemical.....	87
General Pump.....	57	Trans-Mate Inc.....	69
Grace for Vets.....	35	Unitec.....	51
Gray Consulting.....	46	Vacutech, LLC.....	89
Hamilton Manufacturing Corp.....	19	WashCard Systems.....	44
Huron Valley Sales.....	13	Washify.....	85
Innovative Control Systems.....	100	Washtech.....	59
J & M Car Wash Builders.....	10	Wheel-eez™ Wheel-Cleaner.....	18
Joyce Media.....	57		

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