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SA250	110	125	3/8
SA252	24	125	3/8



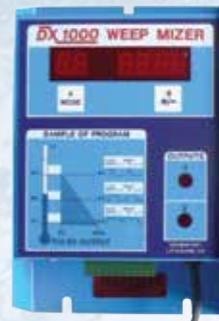
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northeast carwasher

Winter 2018

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Photo credit: Photo courtesy of Benny's in Baton Rouge, LA.

northeast carwasher



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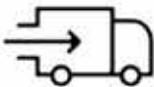
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Just when you think that the state of New York isn't the hardest place for a small business to do business, you are reminded that it just might be (well, unless you count Connecticut!). Case in point, the Department of Labor (DOL) has released draft regulations aimed at curbing certain employer staffing practices for "on-call" and "call-in" scheduling. These proposed rules will appear on the November 22 edition of the State Register. Interested parties will have 45 days to comment.

The proposed rules place undue hardship on service industries affected by the weather where scheduling is challenging at best. For example, in 2018 when these rules likely will be instituted, if an employer asks an employee to work a shift which was not scheduled at least 14 days in advance the employer must pay that worker an additional \$20.80 (2 hours x the minimum wage - \$10.40). Hearings were held on this proposal, but they were not highly publicized and for all practical purposes, inconsequential. The DOL has spoken. However, the New York State Car Wash Association (NYSCWA) will also be speaking and is, at the time of this writing, circling the wagons and creating a position paper to present to the department as are many other affected parties and organizations. Once again, grassroots efforts are trying to educate and affect policy. These new rules will be cumbersome, challenging and costly further pushing our industry toward automation and the elimination of entry-level employees, counter to the DOL's goals, I'm guessing, but that's just where we are headed. We will keep the membership updated on the board's work, and to read more see Lobbyist Bill Crowell's column on page 69.

Connecticut operators are also still fighting the good fight and trying to educate their Legislators about a tax that is unfair, cannot be collected and that was thrust upon them in the middle of the night. In this state a \$41 billion state budget was finally passed some 118 days after the start of their fiscal year that includes \$1 billion in tax and fee hikes over the next two years, but does not raise sales tax, income tax or corporate earnings tax. It also does not repeal any current taxes so the work of the Connecticut Carwash Association's (CCA) board and its lobbyist continues.

Frustrating – yes. Time consuming – yes. Necessary – yes. The effort that is put forth by your association boards are worth every penny of your annual dues. Support your association this year and pay your dues. Give us a call and get involved. Write a letter or send an email. Affect change because it can be done.

On a bright note, the 27th Northeast Regional Carwash Convention (NRCC), "Reinventing the Wheel," was simply one of the best shows in the rich history of the event, bar none. With an approximate 10 percent increase in attendance and 200+ attendees at each seminar, the health of the industry is apparent. Several new seminars including a "Virtual Tour" that had attendees glued to the screen demonstrated the industry's thirst for out-of-the-box education and innovation. More than 300 exhibits and a healthy buzz on the show floor reflects positively on the state of the industry.

What lies ahead is anyone's guess this winter, but forecasters are bullish on a colder and snowier than normal season on the East Coast. Let's hope the positivity and prosperity many are experiencing continues through 2018!



Suzanne Stansbury

Suzanne Stansbury
Editor/Publisher

northeast
carwasher

Have a story idea and/or photo opportunity?

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

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Giving Back

Colonial Car Wash in Schenectady, NY, is only one of nearly 4,000 locations that gave back to our service personnel on November 11. To date the effort has given away 1.5 million free washes on Veterans Day since its inception in 2003.

Look for a complete recap in our spring issue! ■



Hot Wax Sales Help Relief Efforts

Hoffman Car Wash, headquartered in Albany, NY, raised \$75,000 from donations of hot wax sales during September, according to President Ron Slone. The proceeds went to the Red Cross to be divided evenly between the relief efforts in Texas, Florida and Puerto Rico. They promoted the effort through eye-catching signage. ■



Hoffman Speaks At Amsterdam Show

Hoffman Car Wash's Tom Hoffman, Jr. spoke at The Car Wash Show Europe, facilitated by the International Carwash Association, in Amsterdam in September. His presentation, New Car Wash Concepts, featured innovations from the company's newest wash in Saratoga Springs, NY. He also facilitated a more in-depth presentation on this site at the Northeast Regional Carwash Convention (NRCC), October 3, at the Atlantic City Convention Center. The "Virtual Tour" at the NRCC also included video from Sparkle Car Wash in Pennsylvania, Foam & Wash in New York and Valet Auto Wash in New Jersey. To learn more about the NRCC visit nrccshow.com ■

Kleen-Rite Employees Run To Support Veteran Care

Kleen-Rite Corporation's, Columbia, PA, Chief Operating Officer, Jeff Detz, and warehouse associate Jason Bootie, were joined by teammates Jeff Seibert and Paul Resch on October 22 as runners in the 2017 Marine Corps Marathon in Washington, DC. Detz served in the Marine Corps and ran his second Marine Corps Marathon. Bootie, Seibert, and Resch ran the marathon for the first time. The runners' goal was to raise \$13,100, which is \$500 per mile, to benefit Veterans in Hospice care. "The race motto is to run with purpose, and finish with pride," said Detz.

Detz and his team have the support of nine Veteran and current service members who span all five branches of the military. The group is serving as honorary chairmen of the team's fundraising campaign.

All donations collected by the team will be donated to the Hospice Care for Veterans program at Hospice & Community Care in Lancaster, PA. This program addresses issues unique to veterans and their family members, and provides compassionate physical, emotional and spiritual hospice support. In 2016, Hospice & Community Care provided services to more than 600 Veterans in south-central Pennsylvania.

Kleen-Rite Corp. is proud to donate to Hospice & Community Care and extends thanks to UPS, Inc. and every other donor who is supporting these services for our country's Veterans.

For more information on Hospice Care for Veterans, please visit www.hospiceandcommunitycare.org/care-for-veterans or visit kleenritecorp.com

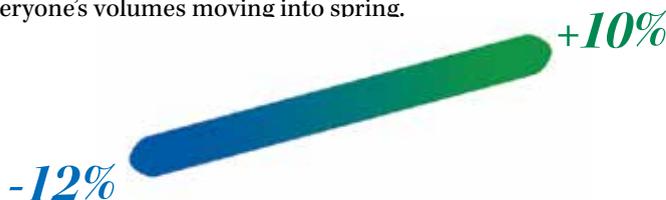


MANAGERS WANTED!

We have been getting a lot of inquiries about how to find a great wash manager. If you have any ideas or know of someone who might want to relocate and begin a new journey with a new wash, please give us a call at 518/280-4767! ■

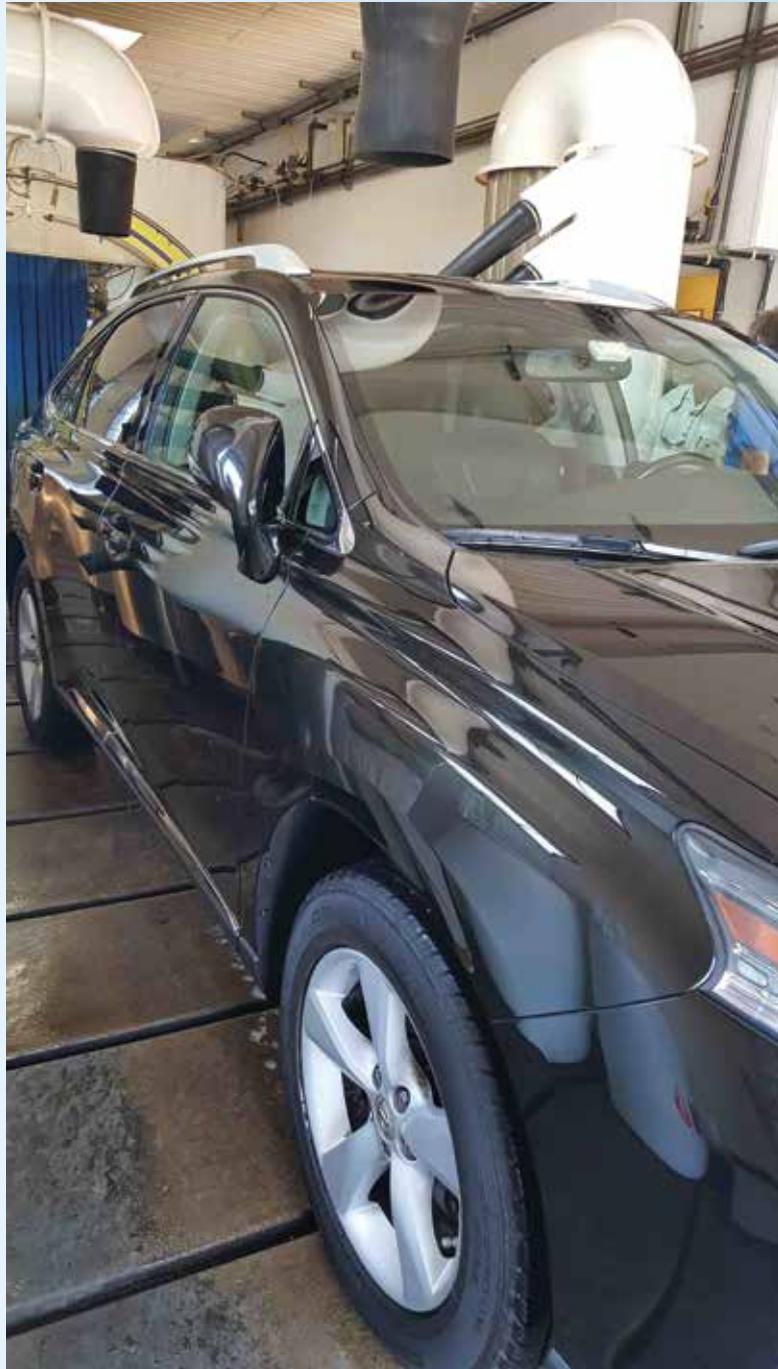
WASH VOLUME INDEX

We have taken the pulse of four East Coast operators to see where their volumes are compared to last year (YTD). It appears that the Mid-Atlantic is fairing better than the other regions for the second quarter with a 10 percent gain with the Boston market taking the biggest hit with a 12 percent loss. Moving into the hopefully busy winter washing season it's hard to tell what we'll get after such a warm and wet summer. Here's hoping for just the "perfect" storms to boost everyone's volumes moving into spring.



Thanks to Doug Rieck on the Jersey Shore, Dave DuGoff in the Mid-Atlantic, Ron Bousquet in Boston and Stephen Weekes in upstate New York for giving us a picture of volumes in their markets. ■

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Dave Krause, President and CEO of CSI proudly commented, "Our ISO14001:2015 and ISO 9001:2008 certificates show our hard work and dedication to achieve high standards in environmental performance and customer satisfaction."

For more information visit CleaningSystemsInc.com/iso-certifications

**SONNY'S ACQUIRES
DIAMOND SHINE**



SONNY'S Enterprises, LLC, Tamara, FL, the world's largest manufacturer of conveyerized carwashing equipment, acquired Diamond Shine, an industry leading supplier of carwash chemistry, according to a company press release. "Our vision is to deliver a complete bundle of products and services that enable our clients to excel at what they do," said Paul Fazio, CEO of SONNY'S.

Scott Sobel, president at Diamond Shine, said, "Both of our companies have served many of the same clients across generations of carwash business owners. Our shared commitment to their success isn't as simple as delivering a brush or a drum of soap on time – it's about finding ways to create a competitive edge for their business."

Diamond Shine will continue to be led by the same management team with no change in day-to-day operations, the release noted.

For more information visit SonnysDirect.com and diamondshine.com

**PROTO-VEST APPOINTS
FLORES PRESIDENT**

Proto-Vest Inc., Glendale, AZ, with more than 40 years of experience in the carwash industry specializing in the engineering and development of carwash dryers and industrial fluid removal systems, has appointed Richard Flores as company president. He will be responsible for the company's strategy and execution.

Flores will succeed Christopher McElroy (CEO), who has worked for the company since 1990. McElroy will be assuming additional duties as Chair of the Board of Directors, along with exiting board members Kimberly McElroy and Karyn Hopp.

For more information visit protovest.com

**PDQ NAMES GUBRUD-HOWE
GENERAL MANAGER**



OPW, a Dover Company, Hamilton, OH, has named Elizabeth Gubrud-Howe General Manager for its PDQ business, according to a company press release. Prior to joining PDQ, Gubrud-Howe was the National Sales Manager for OPW's Midland Manufacturing business. "While at Midland, Elizabeth was responsible for leading the sales and customer services teams, as well as managing the Rail repair business from customer experience through manufacturing," said Kevin Long, President of OPW. "Elizabeth's leadership experience and customer focus make her a wonderful addition to the PDQ team."

For more information visit opwglobal.com

**NATIONAL CARWASH SOLUTIONS
ADDS NULOOK CAR CARE
TO ITS FAMILY**

National Carwash Solutions (NCS), Grimes, IA, the nation's largest manufacturer of commercial carwash systems, cleaning fluid solutions and maintenance services has partnered with Independence, MO-based car wash distributor NuLook Car Care Inc., according to a company press release.

NuLook Car Care Inc. is a MacNeil Wash Systems distributor and has been in business for 34 years, serving carwash owners and operators in the Midwest.

For more information visit nationalcarwashesolutions.com, macneilwash.com and ryko.com

**PECO PARTNERS WITH
ASCENTIUM CAPITAL**

PECO Car Wash Systems, Auburn Hills, MI, has chosen Ascentium Capital LLC, Kingwood, TX, as its preferred lender to help clients acquire carwash systems, equipment and parts, according to a company press release. "We're excited about our business relationship with Ascentium Capital," said Jennifer St. John, sales manager at PECO. "Choosing Ascentium was easy due to their value proposition. They are focused on helping our clients acquire their PECO solution as quick and easy as possible while enhancing an operator's cash flow and competitiveness. This partnership will complement our leadership as the most helpful brand in carwashing."

For more information visit pecocarwash.com

MAGANZA JOINS ICS TEAM

Joel Maganza has joined Innovative Control Systems, Wind Gap, PA, as Vice President of Operations, according to a company press release. Maganza most recently served as Production Director for UTC Aerospace where he directed manufacturing and assembly operations while utilizing lean principles to improve performance and effi-

ciency for Boeing Commercial aircraft and Pratt & Whitney integrated and electronic systems.

He has also served as Director of Test Operations for Jacobs Engineering at NASA where he oversaw design, environmental testing and qualification of tools and equipment for space flight, as well as trained astronauts on proper use of their EMU spacesuits for nominal and emergency procedures outside the Space Shuttle and International Space Station.

In his new role, Maganza will report to founder and President Kevin Detrick. ■

For more information
visit icscarwashsystems.com

DRB SELECTS ASCENTIUM CAPITAL FOR STRATEGIC CUSTOMER FINANCING PROGRAM

DRB Systems, Akron, OH, has joined with a top private equipment finance company, Ascentium Capital LLC, Elkridge, MD, to develop a customized financing program aimed at helping carwash operators grow their businesses, according to a company press release. The program is open to new or existing customers of DRB Systems or Unitec, who have been in business at least two years and are considering new equipment or upgrades from a few thousand dollars up to \$250,000.

"Our financing program with Ascentium allows customers from both of our leading brands to easily purchase products with no money down while budgeting manageable monthly payments," states Joe Shoemaker, VP of Marketing for DRB Systems and Unitec.

Len Baccaro, Senior Vice President of Sales at Ascentium Capital added, "We're excited to work with DRB Systems and offer our award-winning finance platform. It's rewarding to see our organizations come together and develop a comprehensive finance program dedicated to the success of DRB Systems and their customers." ■

For more information visit
drbssystems.com, startwithunitec.com
and AscentiumCapital.com

WASHTECH CELEBRATES 20TH ANNIVERSARY!

Mid Atlantic Car Wash Technologies Inc., aka Washtech Inc., Charlottesville, VA, recently celebrated its 20th Anniversary as a full-service provider of carwash systems, solutions and service throughout the Mid-Atlantic region, according to a company press release.

The company, with a second location in Whitehall, PA, has been a long-standing distributor partner with PDQ,

CSI/Lustra, SONNY's, Carolina Pride and other industry leading companies. In a company-wide celebratory event of 45 team members, President Craig Hanson cited company culture and people as key components to Washtech's tenure. As the carwashing industry continues to evolve, Hanson expressed his optimism and excitement for the years ahead, according to the release. ■

For more information visit washtechinc.com

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From Outside our Region to Inside it, Rebranding Can Invigorate your Image

By Alan M. Petrillo

The 'before' and 'after' at Benny's, a long-time Louisiana chain that has rebranded its wash several times. This huge simplification has made the name of the company its own brand.



The Baton Rouge, LA, washes were started in 1951 and are still family owned and operated. The chain includes seven washes, five Mobil-branded oil changes and three convenience stores that fall under the brand, B-Quick.



A Baton Rouge, LA, carwash that traces its lineage three generations back to 1951, has rebranded the company to a far more contemporary look than its prior logo and signage portrayed, and is pleased with the resulting positive buzz from existing and new customers.

Justin Alford, owner of Benny's, along with his brother Jason and his father Benny, the company's chief executive officer, said Benny's dropped the words "Car Wash" from its name and logo as part of the rebranding, in an effort to make the name of the carwash become a brand in itself.

"Benny's was started in 1951 by my grandfather Lloyd," Justin Alford said. "In 1992 we rebranded with a different look, but one that was similar to the prior one. For the rebranding that we did in 2015, things were quite a bit dif-

ferent, day and night really, with a modern new look to our logo and the fonts used, our new signage, and the physical appearance of the washes."

Alford said that Benny's used a Massachusetts consulting firm, Brand Equity, to accomplish the recent rebranding.

The Rebranding Process

Steve Smith, Brand Equity's creative director, pointed out that when his company is asked to develop or refresh a brand, it goes through a four-step process.

"First we do a brand audit and interview key stakeholders, owners, management, and sometimes customers in order to understand their business," Smith said. "Then we interpret the information and determine where they are positioned in their market, and where they want to be perceived in the market."

The third step, he said, is the inventive and creative stage "where we develop the name, and the visuals, like the logo, that identifies the business. The fourth step is the implement phase, where we take the new look and name and apply it to systems, signs, the website and social media, and all collateral uses, like advertising and promotion."

Smith pointed out that his company often has to do market research for a large company like Benny's in order to



ScrubaDub, with locations in four Northeast states, went through a rebrand that helped create signage consistency that tied all of the company's marketing efforts together.

Spritz Car Wash, formerly Upstate Car Wash, wanted to set itself apart from the competition with its seven store rebrand that should take about six months to complete.



understand how well known a brand is in a particular market.

"If a company has a high degree of recognition, we want to be careful about how we change the brand," Smith added. "In this case, Benny's was the biggest game in town, and everyone knew Benny's so we didn't need to do the market research."

Smith said that because Benny's was so well known, the company didn't need to have the words "car wash" as part of their brand, so the new logo doesn't include those words.

Benny's has seven carwash locations in Baton Rouge, six flex-serve express washes, and one full-service wash and detailing center. Benny's also has five Mobil-branded oil changes, and three convenience stores under the brand of B-Quik.

"At this point, we have completed the rebranding at two of our seven car-washes," Alford said. "We changed the buildings with all new signage and logos, painted them in colors different from the previous colors, and added all new LED lighting on the exteriors and in the parking lots. We decided to do the washes one at a time, and do it slow and right, to be sure they all were professional looking. Also, rebranding can be costly, with each of the two we've done costing \$1.5 million."

Bob Paisner, chief executive officer of ScrubaDub Car Wash based in Massachusetts but with locations in New Hampshire, Maine and Rhode Island, said that 51 years ago, the prior owner of Brand Equity, Joe Saleme of Saleme Design, rebranded the company's logo.

"About 20 years ago, we did a re-

branding with Saleme Design's president Ted Saleme, where we kept the name, but changed our logo and colors," Paisner said. "We were looking for a direction for consistency in our signage and our advertising and promotion efforts, and wanted the brand to carry through everything."

Paisner said Saleme Design made the logo slightly different (repositioning the lettering and making them uneven to create more interest and movement) and changed its colors, which ScrubaDub then used on all its signage and promotional material. "The bump on top of our signage where the logo sticks out makes it unique," Paisner observed.

The larger your operation, the more time, effort and money a rebrand will take. "We have 18 sites, so it took a lot of time and energy in rebranding,

Continued on page 14 ...

Successful Rebranding Tips

By Blake Walker

Branding is very important to companies big and small. It defines who they are and depicts a literal image and message to not just their customers, but all consumers. Your brand can influence your business reputation, your target audience's decisions, and even the internal path your business takes. As characterizing as they are, brands aren't always permanent. Businesses big and small may make changes to their brand over time, or in some cases, rebrand entirely.

Why Rebrand?

At some point in a company's history there may come a time to switch things up. Rebranding can be done for many different reasons. For example:

- ❖ To differentiate your brand from your competitors
- ❖ To separate from similar brands that consumers may confuse with yours

Continued on page 14 ...

Rebranding the Wash ... *continued from page 13.*

but it was very successful. From a professionalism standpoint, it definitely is worth it," said Paisner.

Stephen Weekes, owner of the newly-rebranded Spritz Car Wash in Clifton Park, NY, confirmed that rebranding is a big undertaking that requires a lot of thought and work.

"We spent a lot of time kicking around different names," he said. "Our former name was Upstate Car Wash, but a lot of other companies have 'Upstate' in their name, so we wanted something to do with water, bubbles, foam, or clean and quick."

Weekes said that at a party someone asked if he wanted a spritzer, which is where the rebranded name comes from. Spritz has seven carwashes, one express tunnel with an in-bay automatic, and six laser wash and self-serve locations.

"It will take us about six months to get all of our locations rebranded," Weekes said. "My daughter Mackenzie Wilock, our marketing director, designs all the signs for our locations. For us, it's not an expensive proposition to rebrand, if you don't count all the time and work you put into it. The easy part is picking out the name and changing signs; the hard part is getting people to be aware of the rebranding and making the business continue to grow." ■

Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He's the author of the historical mysteries, Full Moon and Asylum Lane, and his latest historical thriller, A Case of Dom Perignon, all available at www.amazon.com.

Successful Rebranding Tips ... *continued from page 13.*

- ❖ To re-engage your current customers
- ❖ To appeal out to new customers with a fresh new look or message.

Rebranding isn't always a reactive strategy. In fact, many successful companies will rebrand proactively, even if their current brand is doing well. For example, Walmart once changed their slogan and logo and it had a tremendous effect on driving more business. Improving on your brand and keeping your customers updated is a great way to show that you care about them and about the image of your business.

Successful Rebranding Tips

Rebranding has many benefits, but it is not easy to do and can have some major downfalls if not done correctly. Here are some tips to help you ensure that your rebrand goes smoothly and that you see the major benefits down the road.

Establish the Purpose of the Rebrand

Before going right into a rebrand, first make sure you are clear on the purpose. What do you want to accomplish with this new brand and what changes do you want to see?

Have a New Brand Vision

You may think that it's best to start your rebrand with a vision, but without a defined purpose, your rebrand may not go as successfully as you'd like. Once you have a purpose and goals in place, you can then start shaping your vision accordingly.

Make Your Rebrand Known

When you finally go public with your rebrand, make sure everyone knows about it! You had a vision and set goals, and you achieved them. This reflects wonderfully on your business reputation. Also, letting your current customers and target audience know will help them to feel more connected, and to recognize that you care enough to keep them in the

loop. To make your rebrand known, put together an event, go to the media, or advertise your changes.

Stay Consistent

Even though you are changing a lot of elements of your brand, there are still many elements that you should preserve – in particular, your tone and language. People will enjoy fresh new colors and graphics, but will not enjoy feeling like they no longer know you as a company. You may even want to preserve some of your design elements to help your audience with the transition. Brand consistency is important, so don't overlook it even when rebranding.

Experiment and Be Creative

Creativity can go a long way in today's world. Each day we are exposed to thousands of advertisements, some of which you may not even notice. Rebranding is an opportunity to start with a blank slate and try out new marketing and communication strategies.

Notify Your Vendors

Think about the vendors you use to market and run your business. Make sure you notify them with your new name and any other new information so they can update your account, and to avoid any confusion or billing errors. Other businesses will appreciate your attention to detail and your consideration of their side of things. Even better, if your vendors are also local businesses, you will be helping to strengthen the community and its connections.

Rebranding can be key to changing the direction of your company moving forward and helping you to accomplish the new company goals you set. Have a clear vision and purpose in mind for your rebrand and follow that path with confidence. ■

Blake Walker is with thrivehive.com



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28TH NRCC “Reinvents the Wheel”

ATLANTIC CITY, NJ — The 28th Northeast Regional Carwash Convention (NRCC), October 2-4, at the Atlantic City Convention Center, raised the bar yet again, according to show Co-Chairman Mike Benmosche. “This year’s NRCC had some really great education, a packed show floor and a bump in attendance,” according to Benmosche. “We were up nearly 10 percent and that is exactly what we like to see, with more than 1600 attendees and standing-room only seminars.”

The first seminar, a “virtual” tour of four state-of-the-art washes kicked off the educational track on Monday, October 2. For the first time four operators took video of their washes and explained each nuance while attendees watched on a large screen. In short, it was a home run! “It was really a great way to run a seminar,” said Tom Hoffman, Jr., the event’s

moderator and facilitator. “Attendees could see, first hand, what we are all doing and how it works. They were able to ask questions as we went along and learn from each location.”

Seminars on Tuesday from the beloved Early Bird panel discussion on anything and everything carwashing, to cyber security and carwash development were then featured. Key-note speaker Denise Ryan of FireStar Speaking in Raleigh, NC, enlightened the group on how best to manage Millennials in a lively presentation and the final day of the show included an extensive Round Table discussion on topics from marketing and profitable detailing, to club plans and equipment maintenance. Seminars were standing room only with more than 200 attendees. The 28th NRCC, themed “Reinventing the Wheel,” certainly did that and much more!

Continued on page 18...





The Welcome Reception, sponsored by ICS, is a great way to reconnect with fellow operators and manufacturers.



Team Paisner!



Foam & Wash's Gary Baright is left holding the lantern?



The NRCC management team of Heather Courtney, Molly Bibisi and Donna Connor.

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28TH NRCC “Reinvents the Wheel” ... continued from page 17.

There were also some very special awards bestowed, according to Benmosche. “We typically present a ‘Most Distinguished Person’ and a ‘Hall of Fame’ award. This year we awarded two posthumous ‘Hall of Fame’ awards to carwashers who helped found the NRCC, and our ‘Most Distinguished Person’ award was also presented to an extremely worthy candidate.”

The Most Distinguished Person award was presented by Co-chair Bob Rossini to Connecticut Car Wash’s Todd Whitehouse, Immediate Past CCA President, for his tireless work on the state’s sales tax issue. “Todd has gone above and beyond in trying to win the repeal of a tax that was unjustly and unfairly applied to our members,” said Rossini. “Todd has spent hours at the Capitol trying to educate and lobby our Legislators. We would not be as far as we are without him. He has helped us get our name and issue in front of key Legislators.”

The Hall of Fame Awards were then awarded. Rossini introduced Past CCA President Alan Tracy (also a Hall of Fame recipient) who spoke about recipient Bruce Sands and their friendship and his involvement in the formation of the NRCC. Tracy then asked Bruce’s daughter, Hope Klein, to accept the award on his behalf. Klein, who runs a carwash her-

self, brought her daughter and spoke with passion about her father’s life as a carwasher.

Benmosche then asked Bob Katseff, Past NECA and ICA President, to speak about Fran Downey. Katseff regaled the audience with the many “Fran-isms” and the New Englanders love of the industry. He asked Fran’s daughter Brenda Downey to accept the award on his behalf. Downey, notably humbled by the honor, brought four of her brothers with her and spoke of her father’s passion, and love of the industry. She thanked the NRCC for the honor.

The program was moving and poignant, according to Benmosche. “It’s so great to be able to honor the people who had the idea to put this show together in the first place. They were trailblazers. We should all be thankful for their insight and hard work.”

After a full day on the innovation-packed show floor, with more than 300 exhibits, many enjoyed the Welcome Reception sponsored by Innovative Control Systems at the Water Club’s pool.

The 2018 NRCC is slated for October 1-3 at the Atlantic City Convention Center. For exhibitor information visit nrcc-show.com or call 800/868-8590. ■



Most of the Downey clan made the trip from Down East to Atlantic City to help honor their dad, the late Fran Downey, one of the 2017 Hall of Fame recipients. Pictured are Chip, Teddy, Brenda, Jake and Dan Downey.



Brenda Downey accepted the 2017 NRCC Hall of Fame Award on behalf of her dad, the late Fran Downey, from Turnpike Car Wash’s Bob Katseff.



Terri and Mark Kubarek make a handsome couple!



K & S’s Chris Kubarek and Doug and Kathy Van Acker of Doug’s Car Wash.



2017 Most Distinguished Person recipient, Todd Whitehouse, was honored by long-time friend and 2017 NRCC Co-Chairman Bob Rossini.



Magic Mini’s Alan Tracy, a former Hall of Fame recipient himself, introduced Hope Klein, Bruce Sands’s daughter, who was also a posthumous Hall of Fame recipient this year.



Paul Vallario, Nick Iorio and Joe Pantaleo.



The 2017 NRCC featured more than 300 exhibits and 1600 attendees at the Atlantic City Convention Center.



Heather and Mike Ashley.

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Navagating Your Network

By Gary Sokoloski

We have past the point where there is no turning back, therefore, the need to make sure we understand and use the Internet and all its resources to our full advantage is present. However, the days of plug it in and see if it works may still be alive and well in your home network. At your business, it is necessary to step it up a notch and make sure your network security and access is closely monitored and easily reparable instead of just waiting for that next router to fail and hoping you can find a replacement and someone who can walk you through how to program it so it works. Be prepared, have a spare and know how (or who to call) to fix it. Networking is part of our lives now. There is no escaping it, so we might as well embrace it and try to understand or have the resources to understand it.

The easiest part of any network is the cabling. Industry standards and best practices for years is a simple multi-conductor cable, typically a Cat-V or Cat Ve. As with all cabling or networking, having that spare is worth its weight in gold. Whenever possible and practical, have an extra cable installed. This is an inexpensive insurance policy for the possible

or eventual failure of a cable in the future. Having your primary and secondary cables installed, terminated and tested will ensure proper communication and a replacement or additional cable for future use. The connections on these cables are typically a RJ45 connector. The cable, connectors, crimp tools and cable testers are all widely available at local retailers, electrical supply houses or online. There are also instructional videos that show the proper wire termination and testing procedures to help with any installation you may have.

The next piece of your networking puzzle, and by far the most confusing, is your router or some may call it your gateway. This is the device that all the devices plug into. For many of you, this is the devise covered in dust and cobwebs under your desk or on that shelf no one ever touches. While you may have multiple switches (these are basically like a power strip at your desk to plug more cords into), they are just devises that provide for more cables to be plugged into. The router is your connection from the internal network at your business to the Internet. This is where all the "traffic" that comes in and out travel through. This is the device that is the bedrock of your

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Internet access and is also the most important to understand and can replace if (when) it should fail. Without a router, you will lose all your Internet access, which would mean no more credit card acceptance, no more remote monitoring and in more and more cases, no more carwashing as a result of more and more equipment requiring the Internet to operate. The routers setting, rules, port forwarding and protocols all need to be carefully set up and documented for everything from your Point of Sale (POS), to your credit card machines, Wi-Fi access to work uninterrupted and seamlessly fit into your business.

Your business size and services may determine if you try to figure out all this by yourself or if you need to hire an internal or external contractor. The first option, which far too many operators take, is to “wing it” and hope for the best. They will accept that they can’t set up their camera system and POS and only use the things they can figure out. They will also most likely not use the most up-to-date methods, which could leave their networks unstable. It is far less expensive and more secure in the long run to have these things done properly. Instead of just guessing you set them up correctly and hoping that no one will know you didn’t reset the factory default password on your router and hack into your business, potentially stealing your sensitive financial information and your customer’s credit card transactions and records, take the time and spend the money! But whether you do it yourself or have someone set it up for you, the most important part, once the network is set up and running, is to have a detailed document of all the rules, settings and passwords so if/when that router needs to be replaced, or just upgraded, you can seamlessly remove and replace it. ■



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

Gary Sokolowski

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**DESIGN SUBJECT TO CHANGE

Start Using the F-Factor at Your Wash

By JoAnna Brandi

Yep, there is an “F” word in business, and it’s “FEELINGS.” And I want you to start using that word often. The “F-Factor” in business is the feeling factor - the way people feel about working for and doing business with you.

The customer experience is the sum total or the feelings evoked as a result of any interaction at any touch point in the organization. It’s based on the customer’s perception of the value delivered, tangible and intangible.

That makes sense, right?

Ah, but for those whom it still doesn’t make sense – who still don’t believe that positive emotions in the workplace can lead to profits – I’m going to share an exercise with you. It won’t take long to do, and I think it will prove to you that emotions really can make or break customer loyalty and company success.

Ready? Grab a pen and paper and follow these instructions, answering right from the gut.

- ❖ Write down the names of three companies to which you, as a customer, are loyal, along with three reasons why you’re loyal to each of them (they don’t have to be big-name companies). In other words, search for the REAL reasons you’re loyal to them. How do you FEEL when you do business with them? (Delighted, valued, secure, trusting, happy, cared about?) You’ll no doubt find some emotional connections of which you may not have been aware.
- ❖ What are the ways in which you could implement some of their customer care techniques in managing your team and serving your customers?
- ❖ Next, write down the names of three companies with which you no longer do business. Why did they lose your business? How did they make you FEEL? (Angry, frustrated, unimportant, annoyed, suspicious?) Examine what those companies did to create those feelings. Is there anything you can do to make sure these feelings don’t occur at your company internally or externally? Dig deep here – don’t just say, “I left because of price.” Uh-uh, you left because they didn’t deliver enough VALUE for the price. What value did they fail to deliver?
- ❖ After completing this exercise, do it with your team. The conversation that ensues will open up a cool dialog between you and your team about how you can work together to better create the kinds of “feel good” customer experiences that generate customer loyalty. Often the “feel goods” are more important than the real goods.

This exercise creates a real “AHA!” experience for managers and employees alike as they identify the important role emotions play in customer loyalty. It also encourages everyone to start thinking differently about how they deliver their products or service – and thinking way outside the box is an absolute ‘must’ as we move forward in the marketplace.

Want to know more about managing feelings in the workplace? Join other customer experience pro’s in the Practice of Positive Leadership on line course and get in on the fun!

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



JoAnna was the 2016 NRCC Keynote Speaker.

JoAnna Brandi



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Dear Venus and Mars,

How important is networking?



Heather Ashley

Venus Says

I thought about this long and hard before writing my response and I came up with a really good reason to network on the way home one evening.

Networking has the ability to take you from where you are right now, to where you want to be.

In this busy age of entrepreneurship, we should give a stronger focus to networking. It not only brings us new friendships, but new contacts in our current industries and in future ones.

For me, networking is important because it keeps our minds open and fresh to new ideas, even if we may not see them as great ones. In owning a business, one begins to believe that every idea they have is a great one.

But none of us network enough. We believe we are too busy. We have our own social groups and see the term “networking” as one more thing to do. The truth is that we can start right now in our day-to-day lives. If we stick to “our group of people” who are typically in the same industry as ourselves, we can get a narrow focus. Branching out and talking with those we might not normally talk to can open new doors. And, we don’t have to be in the same business.

Case in point. I was at the Northeast Regional Carwash Convention (NRCC) enjoying a vendor-sponsored social event. Table top space was limited, so it forced you to stand with people you might not know. A fellow wash owner from New York came over and

Continued on page 27 ...

Mars Says

Well, I think this is a pretty easy question. The old adage, “It’s not what you know, but who you know,” is definitely true when it comes to building a business. In any business networking is important in that it is a great way to get people to meet you and get a better understanding of your business. For small businesses, it is even more important in that it allows the owner to form relationships with potential customers in the hope of building loyalty and long-term business.

The more people you meet means the more people that get to know your business. People are more likely to use a business if they know and like the owner over one they do not. When joining a networking group or going to some type of meeting you are with other business owners. Those people are looking to build their businesses as well so they are more than happy to support someone else within their group. On the flip side, it can be a great way for you to gain insight on business services that you might need as well.

Meeting regularly with people in other businesses is also a good way to keep up with the latest trends and compliance issues. It’s always good to hear another business owner’s first-hand experience about something you may be thinking about implementing. Or, hearing about a new law or restriction that may not have affected you yet, but has someone else, could be a critical business tool.

Making connections through networking is a great way to help build your small business quickly. It’s not just about who you are networking with either. The people you meet will have their own network that you can tap into if need be. Another benefit to networking, in addition to making business connections, is forming long-lasting friendships. So, get out there and join a networking group, a small business association, a trade association and start reaping the benefits immediately. ■



Paul Vallario

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

**If you have a question for Venus & Mars please send it to: Media Solutions,
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Change Is Coming

By Perry Powell

I started drinking from a Coca-Cola bottle shortly after the baby bottle. As the years have rolled by, I have had the opportunity to see Coke's packaging go through many transformations. None could be more stark than the move, when I was small, from the traditional 6.5 oz. serving to the new 12 oz. can.

As an advertising medium, the can offered many more square inches to cover with advertising and later nutritional information, than the relatively small label bottle label. The folks at Coke have gone through many versions of a can wrapper in the years that have followed.

Times change and so do tastes and preferences and even the competitive landscape. Soft drink upstart Pepsi began to mount a serious challenge to Coke and was soon pushing the necessity for Coke to reconsider its marketing.

Similarly, in the 1970's Burger King and McDonald's laid aside the norms of conventional advertising politeness and began an ad campaign that called each other out in very startling and direct ways. These campaigns became known as the "burger wars." Both profited from this new sport and

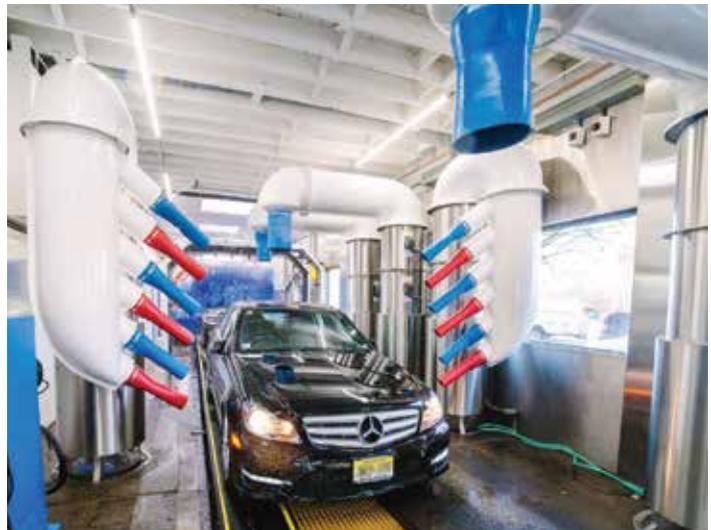
soon upstart burger chain, Wendy's, decided to jump into the fracas with a little old lady shouting, "Where's the beef?"

There are two points that are takeaways from this series of advertising events. First, keeping your image updated and fresh is a key piece of remaining a vital competitor in any business endeavor. It is necessary to keep a careful eye on developing challenges to your market and what competitors are up to. This effort may call for redesign of brochures, business cards, menus and even signs.

A quick search of eBay for signs for any lasting brand can give a quick historical view of the way in which a company that remains vital changes with the time and season of business life. A re-evaluation of each marketing piece, laid alongside your competitor's pieces, will give you an idea whether or not they are raising the stakes on your business and swift action may be necessary.

As business owners, we develop certain myopias toward our businesses. After all, we spend a lot of our life and energy on these ventures and may feel protective of the work we have

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done. It may be necessary to bring in another trusted set of eyes to take a look. Initially, though, the second set of eyes doesn't have to be consultants. Asking close friends and family members or even customers we have a good relationships with, for their opinions may be one way to see past our business defensiveness.

Secondly, to stay alive in business, change is inevitable. I remember a television commercial from the late '90s where the boardroom is full of octogenarians and a single young geek are sitting around a table and in response to a proposal, from the geek that the company start a website, the chairman retorts, "We have been doing business the same way for 80 years, and we are not about to change now!"

Dinosaurs! If anything has changed and shaped the way we do business in America, in the last 30 years, more than the rapid advancement of the Internet and technology, I would be at a loss to say what it is.

Another transformational company, FED EX, changed the future of the shipping and mailing system. An idea that produced a failing grade from the professor grading the idea as a business concept, in the founder's college experience. But even this idea has been challenged, through time, by the fax machine and email.

If we are to survive we must be out in front of the competition and keep our sites and marketing fresh. Take a look at photos of your wash when it was new and compare them to the facility today. Is it time to step up your game before competition forces the idea? ■

Perry is an expert in providing profit-producing signage for carwashers. He is also the host of WashIdeas.com, an Internet site for carwashers. He can be reached at WashIdeas.com or perry-powell.com



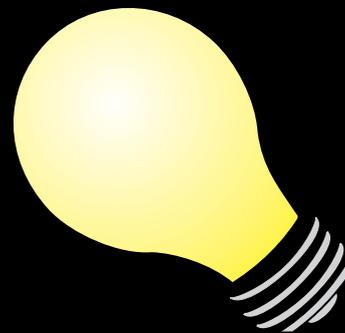
Perry Powell

Venus ... *continued from page 24.*

started talking to us. He was interested in selling and doing something new. His wash was nothing like ours. We are simple, rural and do not have massive numbers. However, my take away was that I met someone who wants to sell quick in case I meet a new investor, and if I wanted to visit New York I at least had a friendly contact.

Joining business groups such as the Chamber of Commerce would be a great way to reach new people and interact. Researching ancestry is another way that I have networked. Next time I hear of a diversity class being offered, I can suggest my new friend the Catholic nun. And identifying foreign language around you and striking up a conversation has led to friendships with a famous artist from Senegal. Traveling and networking during down time instead of retreating to one's room is another great way to network.

What if we start right now? Your customers who you see today could help you network! ■



WashIdeas.com
with Perry Powell

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Talk Internet for Car Washers

A Smorgasbord at the 2017 NRCC

By Doug Rieck

It's our winter wash season and if Mother Nature's willing, we will get an ample supply of that perfect combination of snow, ice, salt, storms and cold that encourages professional carwashing in the Northeast. You recall, when our volume can go through the roof and we get enough gravy (not leftover holiday gravy, that is) to help carry us through leaner times.

I live and work in a shore seasonal business community and every spring I watch all those business owners complete their summer prep, trying to get ready for the eight weeks of summer and profits. We as carwashers are more fortunate being open year round but our preparations are as important because we also have a limited season. Our ultra high-volume season begins with the first road salt and ends when the pollen stops. Fortunately, we can still wash cars year round.

NRCC Opportunities Abound

Part of the fall ritual and winter prep for most of us is attending the Northeast Regional Carwash Convention (NRCC) in Atlantic City at the Atlantic City Convention Center. This show affords us a great opportunity to recalibrate our thinking about carwashing and make those final choices on what you must have and what you would like to have in preparation for our busy season. But that can be hard. Not having a new piece of equipment sometimes can cost more than the purchase price. The fun part is the social element, for me. I enjoy catching up with carwash friends, comparing notes and just taking a break.

This year I was fortunate enough to have my wife volunteer to sit in for me at the carwash so that I could get to Atlantic City. I lost my manager in July (do not ask) and did not have an assistant, so I have had issues getting away. Thanks to her goodwill, cell phones and texting it all worked out. (One of the few times I wanted rain, and the sun stayed out!) A quick answer to the unspoken question. Yes, I now have a manager, and life is much better.

I'm glad I went to the show because I did find a lot of things that will help in the coming year. Thanks to my time there I was able to chart the best course. I even made a substantial purchase on the show floor and finalized two other purchase decisions. Would I have made the purchases without attending the show? Probably not.

I think the most valuable part of the show, for me, occurred on Monday afternoon. The Virtual Carwash Tour was our first seminar of the 2017 NRCC. There were four world-class carwashes presented with visuals and commentary. First up was Kevin Detrick with his new Sparkle Car Wash in Easton, PA. Controlled repeatable perfection. The next was Tom Hoffman with his newest Hoffman Car Wash in Saratoga, NY. Think Robotics. Third up was Gary Baright with his

Foam & Wash in Wappingers Falls. A great customer-friendly carwash. Last was a presenter from Valet Auto Wash in Lawrenceville, NJ, explaining their immense wash, awe inspiring. The seminar lasted several hours and had much more in it than my three to four word lines. This is a case of you had to be there. All of these Northeast carwashers have put their heart and soul in these projects and set high standards. If I have one take away concept or theme, it would be, "Washing cars is all about the customer experience."

Let's hold that thought and move onto the show floor. Carwash show floors are all about our suppliers selling us their ideas on what they think we need that they have to sell. Obviously, this is a highly subjective area for both parties. Our suppliers do have an advantage in that they see and deal with many carwashes every year and see what works and what doesn't. We as operators see our own washes and situation from our own perspectives. As in the rest of life, you often meet in the middle.

Let's get started. The two most visible booths were from TSS and Mr. Foamer. It would be hard to miss either even wearing a welder's mask. The advent of LED displays and modern signage make displays that are awesome. When I added Lava and overhead color displays at my wash, I talked with some parents who said washing was worth it just because of the lights. If you are not getting into graphics and LED light displays, you are missing out. The grand entrance arches with sales confirmation lights are very attractive and have grown on me since I first saw one a few shows ago. Both are a definite "must see."

I stopped at the ICS booth and was looking at their line of control systems and of course their Auto Sentry's with the latest. They are much more than just gates and entrance tellers. If you saw owner Kevin Detrick's presentation on Monday about his new wash, you could understand better.

Simoniz USA was just a few aisles down and they were showing their new Body Shine Polish product and arch. As usual with Simoniz there was a whole lot of great marketing.

Tucked away on one of the sides was the Everwash Car Club system. They were busy. Everwash has a phone app which enables a carwash to operate a wash club without an RFID or POS system. All of us in carwashing can appreciate the value and added revenue that a wash club brings. If you don't want to go the RFID route, check this out.

Another very busy booth was the No Pileups system booth. This is the most clever idea to come along in a long time. The computer system uses carwash video cameras plus a tie into your controller to monitor every car as it goes through the wash. The system sets up a safety zone or box around each car. When a car hops its rollers the conveyor is shut down and

Continued on page 30 ...



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staff alerted. It would seem counterintuitive to stop the wash more often, but according to the No Pileups rep it helps wash more cars. Regardless, this is a wave of the future.

An essential part of every self serve and Laundromat are the bill changers. Triad Design has a great answer to the everpresent question at the wash. How do I break a \$20? Their changer has two Mars recycling bill acceptors along with two hoppers. Each Mars stores the \$5's it takes in (recycling) then uses them to break \$20 bills with a set mix of change and \$5's. Every single day at my wash I get at least two to three customers walking over to our guide-on person or manager looking to break bills. I like it, but I don't own one yet. Maybe next year.

As always the fun part for the conveyor guys like myself is looking at the big stuff.

Belanger's Spinlite wash system that uses slow turning special foam which has LED lighting at the cores has been out for about a year. I have heard nothing but good things about it. It is supposed to markedly improve the customer experience. The videos I have seen are great. Near the entrance there was a big, bold conveyor of the new Spinlite wash equipment that really caught your eye.

MacNeil Wash Systems has always had a quality rep so

it was neat to stop by their booth and fill out an entry to try winning one of their McNeil/Yeti Coolers. Yeti Coolers are the very expensive class act in boat coolers. Winning one would be about the only way I could get a Yeti.

No show is complete without stopping by the Sonny's booth. As usual, I walked away with a lot of ideas. One of the cool things they were showing was a revolving Barber Pole like Foam Hush Brush.

Earlier I had mentioned to hold a thought, which is car-washing is all about the "customer experience." Much of what I saw on the show floor was all about improving that experience and that is what the leaders in our industry are doing for their success.

As a parting thought, I would like to mention the concept of cyber security and credit card fraud. One of the seminars at the show was on cyber security run by a professional hacker. It was a chastening experience. Please check with your credit card companies and POS suppliers to ensure that you are current in your PCI compliance. If you have a POS system, the best money you spend will be on support and security, firewalls and Antivirus protection.

This year's show was great, now I just need to finish up, get what I bought installed and wash a lot of cars this season.

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Again as always, my apologies if I missed something that you saw or your favorite equipment. I mean no slights and respect and appreciate the effort that all of our suppliers make by attending the NRCC and providing us with the means to make our living. ■



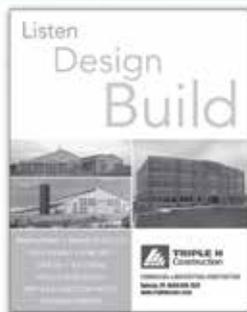
Doug Rieck

Doug Rieck operates Magic Wash in Manahawkin, NJ, and is the President of the Car Wash Operators of New Jersey. He is also the Chairman of the 2018 NRCC. You can reach him at 609/597-SUDS or dougriec@gmail.com

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PRESIDENT’S COLUMN

The Carwash Association of Pennsylvania (CAP) is excited to welcome a new board member to our team. Joining us is Alec Hedman, a seasoned member of the carwash community with more than 12 years of industry experience. Alec currently serves as a sales representative for Simoniz USA where he manages more than 100 accounts in Pennsylvania, West Virginia, and Maryland. He brings a fresh perspective and new energy that is an asset to CAP. Welcome, Alec!

On Thursday, October 12, CAP hosted its annual golf outing at the Cumberland Golf Club in Carlisle. Although a bit cool and rainy, the weather didn't stop our teams from enjoying a round of golf and networking with friends old and new. As the saying goes, "A bad day of golf is better than a good day in the office." If you weren't able to join us this year, make a note on your calendar that we host our golf outing every year in October, and will be sure to share with you the details for 2018 once the date has been set.

Believe it or not, it's 2018! CAP members past and present, this means it's time to renew your membership! Moving into the New Year, we are excited to be adding to our list of member benefits. As a CAP member, you can now list classified ads on our website and in our newsletters to help you easily buy and sell equipment. Our network of industry experts are also available to offer advice, troubleshoot issues and overcome challenges in addition to many other benefits. Your membership renewal letters, plus an exclusive CAP member sticker, will be arriving in your mailbox in the coming weeks. Or you can renew your membership right now at www.pacarwash.org.

As I reflect upon the memories and accomplishments we made in 2017, I feel extremely grateful for the CAP community we have cultivated over the years. These friendships are what make working in this industry so rewarding. Thank you for supporting this organization not only with your membership, but with the skills and experience you bring to the table. More than ever before, I feel that CAP is well equipped to serve our members with resources and recommendations to support our businesses. You make it possible.

Wishing you a successful 2018!



*Keith Lutz, President
Carwash Association of Pennsylvania*

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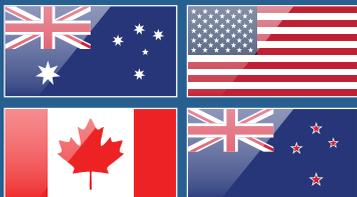
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PRESIDENT'S COLUMN

The Connecticut Carwash Association (CCA) is coming off two very significant events – the 2017 Northeast Regional Carwash Convention (NRCC), which we hosted, and our 20th Golf Classic. Both of these events are critical to the success and continuation of this association. If you missed either, you really missed out!

The NRCC is an annual event put on each fall by five East Coast carwash associations (The New England Carwash Association, New York State Car Wash Association, Car Wash Operators of New Jersey, Mid-Atlantic Carwash Association and the Connecticut Carwash Association). This past event was hosted by our association and chaired by CCA Board Member Mike Benmosche and yours truly. The three-day event was fabulous. In fact, it was possibly the best one we have ever had due to the hard work of the board and the NRCC staff to continually raise the bar and put out the best product possible. This year we had a new seminar called a “Virtual Carwash Tour.” Hoffman Car Wash’s Tom Hoffman, Jr. facilitated the event where four regional operators showcased their sites “virtually” through the use of iMovies of their sites. It was two hours of pure carwash joy. Everyone’s eyes were glued to the screen as they soaked in all the innovation these four operators showcased. As a result, the NRCC board is planning to incorporate other “virtual” seminars and expand this concept next year to include some sites out of our region. But if you were not one of the 200 in attendance at that seminar, you really should have been. It was fantastic!

Another great element of this year’s NRCC was the Award’s Luncheon. Every year the board puts a lot of time and effort into selecting recipients for our Most Distinguished Person and Hall of Fame awards. As host, the CCA was able to select one of our own as the Most Distinguished Person recipient and I cannot think of a more deserving person than Todd Whitehouse of Connecticut Car Wash. Todd has been fighting the sales tax issue for the last several years on behalf of the association and every single operator in this state. He has spent countless hours researching the issue and educating Legislators at the Capitol about the unfairness of this tax and our inability to collect it. He has gone above and way beyond and for that he was presented with this award as a very small token of the board’s thanks for his tireless efforts.

For the Hall of Fame awards this year we decided to honor two who have left us but will forever be a part of the NRCC’s rich history. We were lucky enough to have Bob Katseff from Turnpike Car Wash in New England introduce and present Brenda Downey, Fran Downey’s daughter, with his posthumous Hall of Fame Award. She spoke of her father’s larger than life personality and love of the industry, as well as his involvement in the formation of the NRCC.

Alan Tracy of Magic Minit Car Wash in Connecticut then spoke of his long-time friend Bruce Sands and asked Bruce’s daughter, Hope Klein, to accept the honor on behalf of her dad. Hope’s humor and obvious respect for her father’s accomplishments was not lost on the audience, who learned much about the history of the show and some of its founders. To be honest, I learned a lot as well

Continued on next page ...

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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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Whitehouse Receives 2017 NRCC Most Distinguished Carwasher Award



Connecticut Car Wash's Todd Whitehouse was awarded the 2017 Northeast Regional Carwash Convention (NRCC) Most Distinguished Person at the 28th NRCC, October 3, at the Atlantic City Convention Center. Whitehouse, the immediate past president of the Connecticut Carwash Association (CCA), and its Legislative Chairperson, received the award at the event's luncheon. It was presented to him by long-time friend, CCA President

and NRCC Co-Chair Bob Rossini. "Todd has gone above and beyond on behalf of the association and all Connecticut carwash owners to tirelessly work to win the repeal of an unfair and unjust sales tax imposed on our members two years ago," said Rossini. "He has spent countless hours fighting the fight and trying to educate Legislators at the Capitol on our behalf. For that, we are forever grateful. He is extremely deserving of this award."

The award, created to acknowledge this kind of an operator or vendor, is selected each year by the host association. "The Connecticut Carwash Association is proud to have selected Todd Whitehouse," said Rossini.

Todd Whitehouse

For more information on the NRCC visit nrccshow.com or call 800/868-8590. The 2018 NRCC is slated for October 1-3 and is hosted by the Car Wash Operators of New Jersey.

CAP President's Column ... continued

and feel it was one of the best NRCC luncheon's I have attended.

Just a few weeks before the show, the CCA held it's 20th Golf Classic at Fairview Farm in Harwinton. Although we didn't have as many golfers as we would like, the event was a hole in one! Those who attended were treated to a great day of golf, friendship, food and prizes. They also had an opportunity to have fun and interact with fellow operators and vendors on a great course. I'd like to give a special thanks to Todd Whitehouse, who has been spearheading this event for nearly a decade. His hard work has brought the outing to a new level and we should all thank him for what he does on our behalf.

With that I'd just like to close by saying "Get Involved!" Attend our events, go to the NRCC, grow your business and learn from your fellow operators. It's easy and fun to do and it will pay off in higher volumes and profits!



Bob J. Rossini

Bob Rossini
CCA President

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CCA Celebrates Its 20th Golf Classic!

HARWINTON, CT — The Connecticut Carwash Association's (CCA), 20th Annual Golf Classic, September 12, was a hole in one, according to CCA President Bob Rossini. The annual gathering included breakfast, lunch and dinner at the challenging Fairview Farm Golf Course here. "The day was a lot of fun," said Rossini. "This is the perfect setting for having fun and hanging out with a great group of carwashers. And, since it was our 20th anniversary there was an extra celebratory feel to the event."

The first CCA Golf Classic was held in 1997 at Tunxis Country Club in Farmington and coordinated by Splash's Mark Curtis. "Getting the CCA's golf classic up and running was a bit of work, but well worth it as it is one of our two major fundrais-

ers," said Curtis. "In our early days we played much later in the fall and dealt with some chilly temperatures, but always had a great event." Current Chairperson, Todd Whitehouse, echoed Mark's sentiments. "It's a great day for everyone."

The 18-hole event, in its fourth year at Fairview Farm, also featured extensive raffle prizes, a putting contest to

Continued on page 45 ...



CCA President Bob Rossini and Golf Chairman Todd Whitehouse run a flawless raffle!



CCA Lobbyist P.J. Cimini stopped by the event to update the membership on legislative activity at the Capitol.



The foursome of Eric Sehl, Pete LaRoe, John Calitri and Chad Wade took home first place with a 56.



The CCA's 20th Golf Classic enjoyed a picture-perfect day at Harwinton's Fairview Farm Golf Course.



Splash's Mark Curtis, the founder of the annual event, shared his thoughts on its evolution and importance to the association.

CCA Golf Classic ... continued from page 36.



The team from Connecticut Car Wash.



The Simoniz crew.



New England Car Wash Equipment's foursome.



Team Stanley Street.



AutoShine of New England strikes a pose.



"Louuuuuu Longo!"



Todd Whitehouse takes a putt during the contest after dinner.



It's never a bad day at Fairview Farm for the CCA!



A Splash attack!

Continued on page 45 ...



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Budget Situation, Sales Tax Repeal Looms

By P.J. Cimini

As this column goes to press in early-November, the State of Connecticut has finally reached an agreement on the State Budget and Tax plan that was required by the end of the Fiscal Year on June 30. The General Assembly had been in Special Session since then, culminating in the final passage of the two-year budget at the end of the Fiscal Year.

Coin-Op Sales Tax Exemption

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

During this time, members spent much of the year testifying and lobbying in support of legislation to repeal the tax. This year we were successful in having several bills introduced by both Republicans and Democrats to the Finance Committee and getting the repeal of the coin-operated sales tax in the Finance Committee report. Unfortunately, given the budget constraints it was not included in the final budget/tax package.

Budget Compromise Wins Bipartisan Support

For the first time in more than a generation, Connecticut lawmakers crafted a compromise \$41 billion bipartisan state budget that also includes some of the structural reforms. Lawmakers passed the two-year budget October 26 by veto-proof margins after Legislative leaders spent weeks assembling the plan. The compromise budget passed the House 126-23 hours after the Senate approved it 33-3.

The reforms include establishing realistic spending and bonding caps, requiring Legislative approval on labor contracts and binding arbitration awards, having teachers pay more toward pensions, and putting excess income tax revenue in a reserve fund. After a phase-in period, the spending cap will cover pension payments and aid to distressed municipalities. This means Legislators must consider rising pension costs and other state spending when drafting a budget.

Major Taxes Unchanged

While the budget includes \$1 billion in tax and fee hikes over the two years, it does not raise the sales tax, income tax rates or the corporate earnings tax. It scraps Gov. Malloy's plan to shift a portion of teacher pension costs onto cities and towns, and it doesn't place an additional property tax on

second homes or add a cell phone tax.

The budget raises revenue through a variety of steps, including a 45-cent increase in the cigarette tax, a \$10 surcharge on motor vehicle registrations to support state parks, and a 25 cents-per-ride fee on ride-sharing services like Lyft and Uber. It also cuts \$130 million from the University of Connecticut over two years – much less than the \$309 million cut contained in a previous budget that lawmakers approved but Malloy vetoed. And it makes \$40 million available to help Hartford with its struggling finances.

Senators approved the package just before 2am October 26 by a 33-3 vote while House members approved it 126-23, with two legislators absent, later in the day after about three hours of debate. The vote came 118 days after the July 1 start of the fiscal year.

A deadlocked Senate, where Democrats and Republicans each hold 18 seats, and a House where Democrats hold a narrow 79-72 margin, resulted in the protracted budget process. The budget now goes to Malloy's desk. His office said only that he would "carefully review" the 881-page document.

Pension Problems

Lawmakers had to grapple with a projected two-year, \$3.5 billion deficit in drafting the state budget. A large part of it stemmed from the failure of previous Legislatures and administrations to properly fund state employee pensions.

The budget increases spending by \$875 million, or 4.9 percent, in the first year. But \$190 million of that covers payments to hospitals that will be offset by tax increases on hospitals and federal Medicaid payments. Without the hospital plan, the first-year spending increase is 3.8 percent. Spending is up just under 1 percent in the second year.

Municipal Relief, Aid

The plan provides relief to municipalities in a couple of ways. First, it changes the state's binding arbitration law. Currently, in contractual negotiations between municipalities and unions, each side makes a proposal and the arbiter chooses one. Under the change, arbiters can select an amount that falls between the two offers. The arbiter must also weigh a town's ability to pay by not considering 15 percent of the town's fund balance in determining the award.

Second, the budget changes Connecticut's prevailing wage law. The prevailing wage is what must be paid to workers involved in public works renovation or new construction projects above certain cost thresholds.

Many businesses and municipalities say that the prevailing wage – an above-market rate – makes government projects more expensive by requiring non-union contractors to pay union wages to their employees. The budget changes the

law by increasing the threshold for new municipal projects subject to the law from \$400,000 to \$1 million, but also extends the law to state Department of Economic and Community Development funds.

Under the new state budget, most towns – 136 – have their Education Cost Sharing grant cut by 5 percent this fiscal year, while funding remains level for 33 towns, including the 30 lowest-performing districts. A revised ECS formula in year two would direct more funds to towns with students from low-income households. Municipal aid is also cut by about 1.3 percent.

In the budget's first year, it caps the municipal car tax at 39 mills, a two-mill increase over the previous threshold of 37 mills. In the second year, the cap increases to 45 mills. In a move that's good for business, the budget allows companies to use stranded tax credits on other venture projects, including capital projects that expand the business or increase employment.

The budget sweeps \$170 million from the Energy Efficiency Fund, which is largely financed by ratepayers. Businesses working in the energy industry have threatened a lawsuit, saying the change will lead to job losses. It also cuts \$14 million annually from the Connecticut Green Bank.

Bonding Cap

The bonding cap is set at \$2 billion per year but falls to \$1.9 billion per year on July 1, 2018. In passing the budget, lawmakers also approved a \$3.5 billion, two-year bonding package that includes \$40 million for renovations to the XL Center in Hartford, and \$80 million over four years to assist eastern Connecticut homeowners with crumbling foundations. But the bonding package provides \$50 million less in funding to the Manufacturing Assistance Act in 2019 than was allocated in the bipartisan budget Malloy vetoed.

Workers' Comp Rate Cuts Approved

Connecticut employers will see their workers' compensation insurance premiums decrease in 2018 for the fourth consecutive year. The Connecticut Insurance Department on November 6 approved an average 14 percent rate decrease for workers' compensation insurance. The rate was based on recommendations from the National Council on Compensation Insurance, which analyzes and recommends rates in more than 40 states.

New Rates Effective January 1

In September, National Council of Compensation Insurance (NCCI) proposed a 14.1 percent overall average rate reduction for the voluntary market and a 12.6 percent overall reduction for the assigned risk market. The new premium rates are effective for policies renewing on or after January 1, 2018. Rate reductions vary by industry classification, ranging from 17 percent for office and clerical to 12.5 percent for goods and services in the voluntary market, and from 15.6 percent to 10.9 percent in assigned risk for the same sectors.

Manufacturers will see a 14.7 percent reduction in the

voluntary market and 13.2 percent in assigned risk. Insurance Department commissioner Katherine Wade said the continued decreases in premium rates were "a result of the reduction in the number of workplace injuries and claims filed."

The Insurance Department approved NCCI's recommended 10.9 percent overall rate reduction for both markets last year. Rates dropped 3.9 percent in 2015 and 0.6 percent in 2014 following five consecutive years of increase

USDL to Revisit Overtime Rule

The U.S. Department of Labor (DOL) announced October 30 the agency's plans to review regulations governing overtime eligibility thresholds. The DOL issued a Request for Information in July regarding the Obama administration's controversial overtime rule – published in May 2016 – asking for public input on proposed changes.

In August, U.S. District Court Judge Amos Mazzant granted summary judgment against the 2016 rule, which would have cost U.S. businesses more than \$1 billion in labor costs. Mazzant said the department overstepped its authority to establish a salary threshold by focusing too heavily on workers' pay, rather than job duties, to determine overtime eligibility.

That rule increased the salary eligibility threshold for mandatory overtime pay to \$47,476 from \$23,660 – or \$913 a week from \$455. In October, the Department of Justice, on behalf of the DOL, filed a notice to appeal Mazzant's decision to the U.S. Court of Appeals for the Fifth Circuit.

Once this appeal is docketed, the Department of Justice will file a motion to hold the appeal in abeyance while the DOL undertakes further rule making to determine the new salary threshold. U.S. Labor Secretary Alexander Acosta has suggested the department may issue a new rule with a more moderate salary threshold increase, possibly in the low \$30,000 range.

New Laws in Effect October 1

There were a number of new business-related laws that go into effect October 1.

Workers Comp: Public Act 17-141 (HB 7132)

This law requires that employers post notice of where a workers' comp claim must be sent via certified mail in the same place where other mandated employee and work notices are posted. The law also requires the employer to post that information on the Workers Compensation Commission's website. The changes to the law ensure worker claims get into the hands of the person in charge of investigating and processing it. Employers have only 28 days from when they receive a written claim of a claim to either indicate they are contesting it, or to begin paying benefits to the worker.

Pregnancy Accommodations: PA 17-118 (HB 6668)

Beginning October 1, employers must notify employees that it is a discriminatory practice to fail to make a reasonable accommodation requested by a pregnant employee unless

Continued on page 44 ...

Lobbyist Update ... continued from page 43.

such accommodation is an undue hardship to the company. Reasonable accommodations may include more frequent breaks, being permitted to sit, and modified work schedules.

Hiring Ex-Offenders: Special Act 17-15 (HB 6219)

This law provides incentives encouraging employers to hire previously incarcerated individuals.

Small Business Hotline: PA 17-158 (HB 5584)

Here a small business hotline is created at the Department of Economic and Community Development to provide individualized information and assistance to small businesses and entrepreneurs across Connecticut. Callers will get advice on starting, developing, and maintaining a successful business in Connecticut.

State Water Plan Draft Released

The Connecticut Water Planning Council is developing its first State Water Plan and wants to hear from water users – commercial, industrial, residential, and recreational. Legislation approved by the 2014 General Assembly charged the WPC with developing a plan for managing Connecticut's water resources and submitting it for legislative review by January 1, 2018.

The draft plan follows 10 priority policy recommendations:

1. Water management should follow scientific examples
2. As possible, remove obsolete water registrations
3. Encourage innovation in agricultural water practices
4. Water data (or access to it) should be centralized in a single database and/or portal to other sources
5. Consider Class B Water for individual non-potable uses if environmentally prudent and cost-effective, using guidelines to be developed by the WPC using the Triple Bottom Line metrics (environmental, social, economic)
6. Develop an education and outreach strategy focusing on water conservation topics
7. The WPC should provide ongoing review of other Connecticut state plans in order to identify and address inconsistencies
8. Encourage regional water solutions where they are practical and beneficial
9. Reaffirm support for the protection of Class I and II I and contributing to water supply. Expand protections

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to other watershed lands and land that feed aquifers used for public water supply or by private wells

10. Create a data-based water education program aimed at the general public and municipal officials.

“The state’s drinking water sources are among the highest quality in the United States,” WPC chair Jack Betkoski said. “We work to balance out-of-stream uses of water, like drinking water and industrial uses, and in-stream uses, like ecology and recreation. ■

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



P.J. Cimini

CCA CALENDAR

SEPTEMBER 11

21ST Annual Golf Outing
Fairview Farm Golf Course, Harwinton

OCTOBER 1-3

29th NRCC
Atlantic City Convention Center
Atlantic City, NJ
nrccshow.com

wewashtcars.com



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CCA Golf Classic ... continued from page 38.

benefit the Bob & Lynn Rossini Children’s Education Fund, a chance to win a two-year lease on a car courtesy of Hoffman Auto Group as well as several other events to make the day memorable. “To acknowledge our anniversary, we also raffled off a round of golf at the state’s premier venue, Lake of Isles at Foxwoods which Personal Touch’s Pete LaRoe won,” said Rossini.

Team Personal Touch Wins Tourney!

The team from Personal Touch, headed by LaRoe, took home first place. Team members included Eric Sehl, Chad Wade and John Calitri. Second place went to Event Chairperson Todd Whitehouse and his teammates Brian Marquis, Dillon Braga and Brian Diagle from Connecticut Car Wash. Third place went to Team Stanley Street consisting of Tom Keough Sr. and Jr., Ken Keough and James Davey.

Tony Setaro with Jet Spray won the Men’s Longest Drive and Mark Curtis of Splash 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 32" Vizio and 32" Insignia television, a Ping driver, and Under Armour Hat, Nike and Bridgestone golf balls, Tito’s Vodka, Hendrick’s Gin and cash were some of the featured gifts. C.A.R. Products/Blendco donated an iPad Air 2. The Grand Prize to celebrate the milestone was a round of four golfers at the premier Lake of Isles at Foxwoods.

Event sponsors included Platinum Sponsor/Dinner-Reception; Micrologic Associates; Gold Sponsors/Lunch Capitol Strategies, Innovative Control Systems, Kleen-Rite, New England Carwash Equipment; Silver Sponsors/Prizes AutoShine, Car Washing Systems, Stoner; Bronze Sponsors/Beverage Cart National Ticket Co., G & G LED, American Car Wash Supply; Golf Cart Sponsor Simoniz USA; Signage Sponsor, Northeast Carwasher; Beat The Pro AutoShine, Personal Touch, Torrington Car Wash; Raffle Prize Sponsor C.A.R. Products/Blendco; Coffee Break/Breakfast Sponsor DRB Systems Inc.; Water Bottle Sponsor Mantz Distributors/ArDEX; Driving Range Sponsor Fred’s Car Wash, In memory of Joseph Kwak/Mr. Sparkle; Golf Towel Sponsor ERC Wiping Products; Hole-In-One Sponsor Hoffman Auto Group.

Hole Sponsors included AutoShine of New England, LLC, CAP Solutions, FL Roberts/Golden Nozzle, Hoffman Auto Group, Kleen-Rite, Mighty Auto Parts of CT. ■

The 21st Annual Golf Outing is slated for
Tuesday, September 11, 2018,
at Fairview Farm Golf Course.
For more information visit wewashtcars.com



PRESIDENT'S COLUMN

I am pleased and honored to again serve as the President of Car Wash Operators of New Jersey. It has been more than a few years since my last term and a lot has changed in our industry. My primary location was a traditional full service and now it is a gated entry express flex service. Cars still had breakable radio antennas, now they have SiriusXM® hockey pucks on the roof. Technology and the Internet have run over our industry of washing cars. Who knows how we will further evolve with our internal automation and automated cars. What has not changed, and will not, is that carwashing is a customer service retail business and that as our market changes we must change to accommodate.

Our association has been evolving and changing over years under the leadership of a lot of caring, good carwash operators. The most recent being Mike Conte. I want to thank Mike and all of the past presidents for their time, effort, thought and care. I hope that I can further continue the tradition. Our association has relied on these presidents and the Board's volunteer efforts over the years. I think a special mention should be made of Mike because during his term he has worked hard for all of us while he had his own issues being one of the Hurricane Sandy homeless, and trying to get back into his house. Having been there myself, I can relate and respect him all the more for serving as our president during a difficult personal time.

Our Association has been very fortunate in the past years to have had two exceptional women as Executive Directors. First came Linda Feriod, a fellow carwash operator from Bucks County. Eventually Linda had to leave us. At that point, we were fortunate to persuade Suzanne Stansbury from Schenectady, NY, to drive a lot of extra miles and work with us. Without the efforts and guidance both have provided, we officers and the board would be lost.

Over the years, carwashes in New Jersey as in the rest of the country have changed. In the past, many of our members have been one-site family operations. That has been changing to multi-site operations either with family ownership or corporate. As a result, the association has changed and evolved, in response to the changing operator demographic.

We offer three critical ways to better educate our membership. The first being our involvement in the Northeast Regional Carwash Convention (NRCC). This annual show provides great educational content and more than 300 exhibits of the newest and most innovative products and equipment on the market and it's right in your back door, saving you time and money.

Another great benefit of being a part of the CWONJ is our annual bus tour. This tour showcases some of the best operations in the state and benchmark our own efforts and improve upon what we do in our own wash. It's also a great vehicle for networking and fellowship.

But don't forgot our annual Children's Specialized Golf Outing that benefits the largest pediatric rehabilitation hospital in the country. We as operators get the fellowship and networking, and a day in the sun, and our day off benefits children across the country. To date, we have raised \$62,000.

So, thanks for being a member of CWONJ, and if you are not please join us online at cwonj.com. And good washing this winter season!



Doug Rieck
CWONJ President

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Doug Rieck, president

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Dino Nicoletta, vice president

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| Jeff Gheysens | Doug Karvelas |
| Mike Prudente | Gerry Barton |
| Al Villani | Mike Conte |

*deceased

CWONJ.COM

John Criscuolo Dies at 86

Long-time founder of A. E. Styles Manufacturing in Point Pleasant, NJ, John Criscuolo, died at 86 on November 5.

John was born in Newark to the late Harry and Victoria Criscuolo where he lived and attended Our Lady of Mount Carmel and Ivy Hill Schools. A United States World War II Army Veteran, he was discharged as a sergeant before going on to graduate from Seton Hall University with a BSB and MBA.

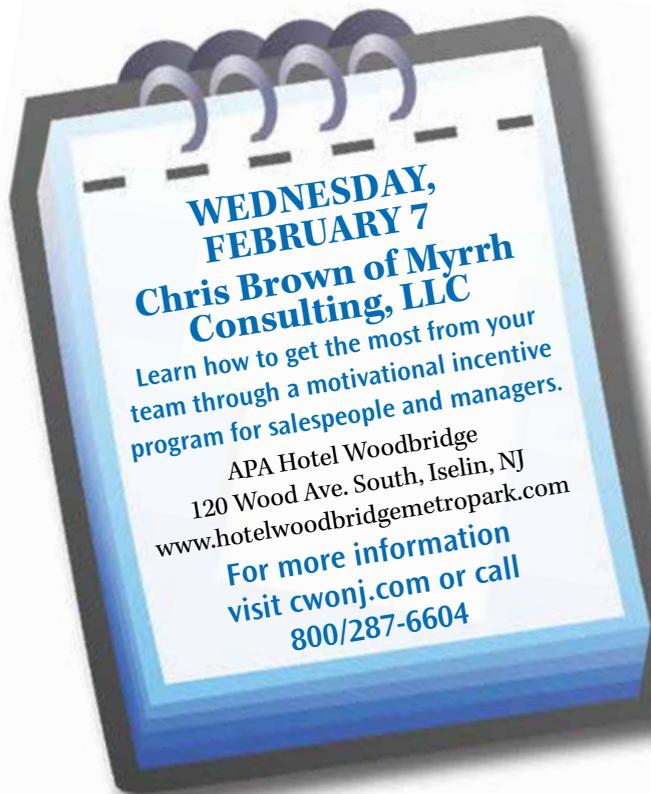
In 1951 he went to work as a production manager for 3M where he met his wife Lois. They were married in 1955.

John started Styles Manufacturing in 1960 serving the car care industry with equipment and solutions. He also owned the Grand Car Wash in Point Pleasant. He was an active member of the Car Wash Operators of New Jersey for many years and received their Lifetime Achievement Award in 2016. He retired in 2013.

He is predeceased by his wife and son Paul James Criscuolo. He leaves behind two sons, John and his wife Ruth and Mark, all of Point Pleasant. He is also survived by his daughter-in-law Cheryl and six grandchildren.

Donations may be made in his memory to Ocean of Love, 1709 Route 37 East, Toms River, NJ 08753. ■

Pictured at a Car Wash Operators of New Jersey membership meeting in 2016 where he received a Lifetime Achievement Award for his service to the industry and association.



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CWONJ Hits the Links at Suburban For Children’s Specialized Hospital

Despite a reschedule due to rain in August, the Car Wash Operators of New Jersey’s (CWONJ) second attempt at golf was a hole in one, September 25, at Suburban Golf Club in Union. The Children’s Specialized Hospital’s 17th Annual Golf Outing drew 60 to the A.W. Tillinghast course designed in 1922. “This event, despite some weather issues, never disappoints,” said Chairman Scott Freund. “It’s a fabulous course and a great event to raise money for the hospital. You can’t ask for much more.”

The annual event raises money for The Children’s Specialized Hospital, the country’s largest pediatric rehabilita-

tion hospital and leading provider of inpatient and outpatient care for children from birth to 21 years of age facing special health challenges – from chronic illnesses and complex physical disabilities like brain and spinal cord injuries, to developmental and behavioral issues like autism. Children’s has 12 New Jersey locations and treats more than 16,000 children annually from all over the country. “Our association has now raised \$62,000 for the hospital since 2004,” said CWONJ President Mike Conte. “We are honored to be one of their many supporters.”

Continued on page 50...



After the Children’s Specialized Hospital’s 17th Annual Golf Outing, \$62,000 has been raised thanks to the generosity of operators and vendors alike. The hospital is the largest pediatric rehabilitation hospital in the country.



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CWONJ Golf ... continued from page 48.

Children's Director of Special Events, Foundation, Toni Schweizer, spoke at the event and accepted a check on behalf of the hospital. "We cannot thank the CWONJ enough for its continued support of Children's," said Schweizer. "You are truly a great group of people."

Scholarship Winner!

2018 CWONJ Scholarship Winner, Victoria Agosta, was honored at the event for her outstanding academics and community service. Victoria, the daughter of John Agosta of Wash Hounds (formerly Prowash) is attending Fordham University in New York where she is studying psychology, but was unable to attend the event. Her father accepted the award on her behalf.

The winning threesome consisted of Dee Gillespie, Elliott Newell and Scott Freund with a 58. Second place finishers were Paul Medora, James Gritschke, Dean DeCarlo and



The association purchased new signage this year to better thank its sponsors.

Jim Loprete. They each received Pro Shop gift certificates. Sam Jones had the Longest Drive on Hole #4 and Rich Mackiewicz had Closest to the Pin on Hole #3. ■

The association would like to acknowledge its vendor sponsors without whom the event could not happen. These include:

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For more information on the association visit cwonj.com



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PRESIDENT'S COLUMN

When we have a year with some really good months that usually are not so great, like June and September this past year, we should toast our good fortune, and then pause to reflect on what it means. Spring and fall were very dry. Little rain means that the reservoirs have not been refilled. When you can see the water line on your local creeks and rivers, take note. That's not a good thing.

After the terrible droughts of 2000 and 2002, Maryland and Virginia adopted fairly sophisticated drought plans. There are stages of severity. There are articles in the newspapers as we move to higher levels of severity. But, these articles don't seem to make the front page. In the spring, Maryland was in the drought warning stage. A third of the state was in "Moderate Drought." Right now, three-quarters of Virginia is "Abnormally Dry."

The City of Charlottesville, VA, has declared a "Drought Warning," and restrictions are in place as of this writing in late October. <http://www.charlottesville.org/departments-and-services/departments-h-z/public-works/public-utilities/water/water-conservation/drought>.

The City is served by two reservoirs, one of which has been dredged out to create more storage. But, it is not yet connected and therefore unavailable to serve the community.

MCA stayed involved with the City of Charlottesville after the 2002 drought, when 17 carwashes were closed on a day's notice. We tried to educate the Water Authority that carwashes don't use a lot of water, and closing them doesn't really have much impact on water usage during a drought. Carwash certification plans were adopted, with minimum standards for operation of the carwash. Our efforts paid off. This time, the City is treating professional carwashes like any other business. Which was the most important point that we tried to make. We want to be good corporate citizens and will meet reduction targets that are deemed necessary for all commercial water users.

In 2002, Charlottesville was saved when a hurricane filled up the reservoirs. Let's hope they get some rain soon.

Productive Meetings

On October 18, we had a really fun meeting and learned from each other. We stayed at an Inn that was part of the Williamsburg Winery. We toured the winery and enjoyed the wine at dinner. Autobell was once again a gracious host at their Williamsburg carwash. If you haven't been to one, you should make the effort. They do a lot of things the right way.

Our panel of carwash operators talked about their experiences with unlimited wash clubs and loyalty programs. Each had his own variation, and shared what has worked well and what hasn't. Special thanks to Sean Larkin of Westminster Carwashing and Detailing for organizing the panel, and to Tyree Brown with Car Pool, Bob Heid with Washtech, and Jamie Nester with Flagstop

Continued on page 55...



MCA BOARD OF DIRECTORS

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

MCA Tours Autobell Location, Winery

The Mid-Atlantic Carwash Association's (MCA) Fall Membership Meeting, October 18, was a lot of fun and educational, according to MCA President Dave DuGoff. The group toured the Williamsburg Winery and conducted its membership meeting there but also toured an Autobell wash in the same town where DuGoff said many things are done right. Also during this meeting the group had a discussion about club plans – pros and cons.

Special thanks to Sean Larkin, the event's organizer, as well as to Tyree Brown, Bob Heid and Jamie Nester. ■

Continued on page 55 ...



Autobell's Anil Verman and West Side Car Wash's Vic Giagant.



Tom Price with Washtech and Danny McRorie with Lustra Bear.



Stuart Hammerschmidt, Bob Heid and Sean Larkin strike a pose.



Sean Larkin with Westminster Car Wash, Liberty Car Wash's Jordan Rosner and Scott Gravina with Autobell.



Benjamin DuGoff of College Park Car Wash and Jordan Rosner.





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This Autobell location in Williamsburg is one of 75 locations in five states. Founded in 1969 by Charlie Howard, his son Chuck and grandson Carl, respectfully CEO and COO, now run the operation. This wash was opened in October of 2015 and features full service as well as exterior-only washing. It's a former Car-Robotics site.



Congrats to Mike Ashley (back seat) on being named the 2017 Shenandoah County Fair Parade Co-Chair for the parade's 100th anniversary. Also pictured is Mike's wife, Heather. Both are Northeast Regional Carwash Convention (NRCC) board members and active in the Mid-Atlantic Carwash Association. ■



MCA President's Column ... continued from page 52.

Car Wash. These guys are professionals who have been there. We are very fortunate that they are willing to pass on their experience and expertise.

Fundraiser Update

June 3 was our fifth Wash to Save the Bay fundraiser for the Chesapeake Bay Foundation. I am pleased to announce that contributions are currently at \$10,705 for 2017. There are still several washes and suppliers who have made pledges, but have not yet paid. We fully anticipate that will take us over the \$11,000 mark and bring our total donations to CBF over the last five years to \$50,000! As responsible business owners, we are making a big difference in preserving the Chesapeake Bay Watershed.

At the time of this writing, late October, MCA is gearing up for its meeting at Old Stein Inn, in Annapolis, MD, on November 15. We'll have a selection of fine beers to sample and a genuine German menu to enjoy and will report on it in our spring issue.

We will also be able to share photos of a wash tour and a program on Cyber Crime – a subject that we need to know more about as it affects everybody.



Dave DuGoff
MCA President



Team Autobell looks sharply dressed and ready for work!

PRESIDENT'S COLUMN

As we move into 2018, the New England Carwash Association (NECA) continues to have a terrific all-volunteer Board committed to the best interests of our industry and members. Our Board continues to secure our financial position while raising money for charities and offering a great scholarship program. We awarded four \$1,000 scholarships this year, the most ever. However, our biggest commitment is to our new strategic goals, adopted only two short years ago.

The NECA Board has been investing considerable time and resources to achieve our mission and vision. We are making strides and changes to allow us to work toward our mission, "We connect car wash professionals to promote and protect our industry," and our vision, "Drive more consumers to use professional car washes."

We are developing NECA-led consumer marketing programs to build our industry and association brand, educate the public, provide a service to our industry and hope that all carwash operators in New England become part of the NECA. One of these programs is "Carwashgifts.com." We improved the backend, which allows an easier sign up. If you have not signed up, you are missing a huge opportunity to be part of something great and increase your sales. For assistance in signing up, contact the NECA office at 781/245-7400 or info@newenglandcarwash.org.

We would like to develop other programs to drive more consumers to use professional carwashing services. This is exactly what an association should do. Things we can't do on our own.

As for improving our communication with all of our members, we have introduced the use of a texting service program. This is proving to be an easy and cost effective way to communicate our upcoming events and reminders.

We are striving to develop and improve educational opportunities for members. A new program we're testing is collaborating with industry partners, our supplier members, to develop workshops. These workshops will be limited in scale to provide focused discussions on specific topics. Our first workshop was presented in early December. I would like to give special thanks to Jim Waterman of New England Car Wash Equipment for coordinating that effort.

As I begin my second year as President, I am not only proud to work with such a dedicated group but extremely proud of the quantity and quality of the work the Board has accomplished in such a short period of time. None of this happens without volunteers. Please feel free to contact me anytime about suggestions you have for our Association or to find out how you can become more involved at 617/593-3262 or dom@seeyoushine.com.



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

*Dom Previte III
NECA President*



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President - Dom Previte III

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info@newenglandcarwash.org www.newenglandcarwash.org

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Buffet Dinner from 6:30 p.m.
Dessert & Prize Drawings at 8:00 p.m.

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REGISTRATION includes one 6-foot table; electricity (upon request); complimentary buffet dinners and vendor prize drawing tickets for two (2) company reps (3 if you purchase 2 tables); exhibitor "tools"; promotional credit in NECA printed and broadcast material, on the NECA web site and in the *Northeast Carwasher*.

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2. Complete this form and fax with credit card information to 781/245-6487 OR
3. Complete this form & mail with a check payable to NECA c/o The Association Advantage 591 North Ave., Ste. 3-2 Wakefield, MA 01880
 NOTE: Please remit payment by April 30, 2018
 If your registration payment is not received, your table may be released to another exhibitor.

CANCELLATION POLICY All cancellations are subject to a \$25 administrative fee. Refunds are not available for cancellations received after May 1, 2018

2018 Show & Contest Theme: *What's New?* What are the products & services you offer to give your customers a competitive advantage? The winning exhibitors receive great prizes and additional, post-show PR. The winning exhibits will be: 1. the most successful in aligning with our theme; 2. the most eye-catching display of otherwise "mundane" products/ordinary items; 3. the best in show - a successful combination of effective branding, best overall appearance, creative display of products, attractive design and use of space.

2018 NECA Table Top Exhibitor, Early Reservation Form - PLEASE COMPLETE. PRINT NEATLY.

CONTACT PERSON _____ JOB TITLE _____

COMPANY _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

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E-MAIL _____ ITEMS TO RAFFLE _____

COMPANY REPS FOR SHOW 1. _____ 2. _____

PRODUCTS & SERVICES (FOR PROGRAM LISTING AND WEB SITE): _____

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NUMBER OF TABLES _____ YES, WE NEED ELECTRICITY. OTHER SPECIAL NEEDS? _____

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TOTAL FOR TABLES \$ _____ TOTAL FOR EXTRA DINNERS \$ _____ TOTAL \$ _____

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At the end of November, we mailed personalized invoices to 2017 NECA members for their 2018 membership. If you've not done so yet, be sure to review that invoice and let NECA know if there are any changes or additions. Call 781/245-7400 or email to info@newenglandcarwash.org

Renewing is simple, and you have several options:

- ❖ Renew 24/7 on the NECA website, remitting payment with a credit card: www.newenglandcarwash.org
- ❖ Mail your personal invoice with a check or credit card information to the NECA office: 591 North Avenue Ste 3-2, Wakefield, MA 01880.
- ❖ Fax your personal invoice with credit card information to the NECA: 781/245-6487.
- ❖ Call the NECA to sign up for automatic, quarterly, recurring dues payments: 781/245-7400.

NECA's membership year is the calendar year, January 1st - December 31st. Membership is held by companies, and every employee of the company may take advantage of membership privileges including scholarships and discounted registration rates. ■



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- Have graduated high school or the equivalent
- Be enrolled, or plan to enroll full or part time, in a accredited college or university, trade school or certificate program
- Not have won a scholarship from NECA in the last year

Recipients will be evaluated and chosen based on their 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.

Please be sure that applications are faxed, or postmarked, by April 30, 2018.

NECA will notify recipients by mail on or before June 6, 2018.

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An Update on NEADS' Storm and Snowy

With the New England Carwash Association's (NECA) donation to NEADS last year the association was able to name two pups. Storm and Snowy are in the NEADS Prison PUP Partnership training program. Storm is 15 months old, and Snowy is 12 months old. The Service Dog training curriculum includes more than 15 Service Dog tasks and 30 obedience cues/commands! This comprehensive training takes between 18-24 months. NEADS Service Dogs are some of the best trained dogs in the industry, and provide their human partners with life-changing independence and connection.

NEADS dogs love to work. The behaviors are inherently fun for them (like tugging on a rope or running to a sound), so the dogs learn to associate work with having a good time. As a puppy grows and learns, each positive experience influences future behaviors.

NEADS dogs are taught a list of core commands and follow a basic training schedule throughout puppyhood. However, once a dog is nearing completion of the program and is matched with a specific client, the dog's training is tailored to the client's unique needs. After the client experiences 10-14 days of training with a skilled instructor, they can barely remember a time when the dog wasn't a part of their life.

Snowy is being trained at NECC-Concord. His NEADS trainer shared with me that Snowy knows almost all the obedience cues/commands in the Service Dog training curriculum. There are more than 30 cues/commands! Some of these cues/commands are closer (pup moves closer to the person), back (pup takes a step backward), under (pup goes under a desk, counter or table), left (pup goes to the left side of the person's body or apparatus), right (pup goes to the

right side of the person's body or apparatus), and fix (pup moves so leash is clear of his/her legs)!

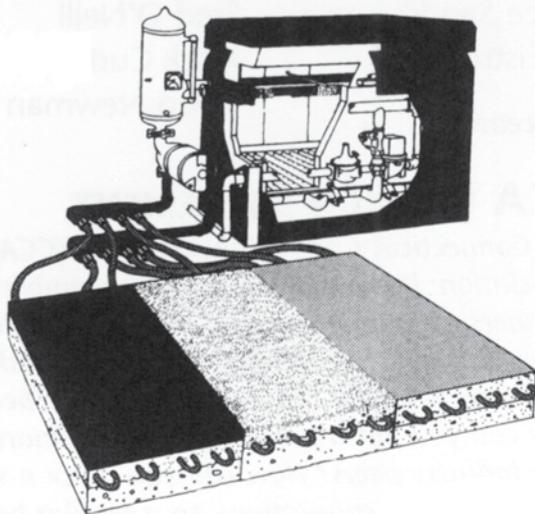
Storm is being trained at JJ Moran Correctional Facility in Rhode Island. Storm is maturing and starting to learn the more advanced Service Dog task work that will be useful to a potential client. Some of these tasks include retrieving dropped objects, turning light switches on and off, pushing automatic accessible door buttons, and how to get an object out of the refrigerator!

The association will keep you updated on Storm and Snowy, and their continued progress through their Service Dog training program.

The NEADS organization is very appreciative of the NECA's support and the membership should be very proud that we are helping to train these pups for individuals who can lead fuller lives with the help of their service dog. ■



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Snowy takes a well-deserved break.



Carwashing in Croatia!

NECA Past President Patti Kaplan vacationed in May on the island of Brac in Croatia. According to Patti, "Carwashing is everywhere!"



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Brookmeadow Country Club in Canton Site of 2017 NECA Golf Outing

By Patti Kaplan

Our new venue for the New England Carwash Association (NECA) charity golf event was very well received. Following a postponement from the original September 19 date due to the impending wrath of Hurricane Harvey, golfers enjoyed spectacular weather on October 10. Attendees numbered a hair over 70, representing 27 NECA companies.

The golf ball cannon was a big hit as each golfer had the opportunity to fire a golf ball onto the green from 300 yards. John Shalbey from Rojo was the lucky winner landing just 2.5 inches from the hole with his cannon shot. John took home a one-week resort getaway certificate for two anywhere in the world at the RCI property of his choice. Congrats John!

Other winners included Jeff Hill, playing for Scrub It Car Wash, who won \$1,000 in the putting contest. Jeremy Kyle, representing New England Car Wash Equipment, captured the Men's Longest Drive; Yvonne Blackman from

Blue Wave Car Wash won the Women's Longest Drive, and Mike Delaney from Allston Car Wash had Closest to the Pin on Hole #6.

Team Allston Car Wash (Chuck, Mark, Mike and Matt Delaney) held the top position for the 3rd consecutive year with a 62. A very close contest this year put Somerville Car Wash/Sandwich Car Wash/Washsource, (Dom Previte, Darold Evans, Chris Costa, Pat Pollock) in the 2nd place spot with a 63 and Scrub It Car Wash (Tom Lombardo, Tony Lombardo, Chris Hill, Jeff Hill) also scored a 63 for 3rd place. Congratulations to all of you!

Our evening program featured a steak tip dinner in a cozy bar atmosphere with a live auction emceed by Paul Vercollone. Donato DePinto was instrumental in raising our charity receipts from passport and raffle sales. He was also our official photographer on the course. Be sure to check out



Team Allston Car Wash takes home first prize!



Darold Evans accept a \$1,000 scholarship for his employee Kara Burke.



Team Simoniz USA and Rojo have winning smiles.



Triple Play and Turnpike team up for a great day on the links.

all the great moments of the day on the NECA website, new-englandcarwash.org. Tony DeBarros from Balise Car Wash was also incredible taking foursome photos and qualifying golfers for the putting contest. Thank you so very much guys – awesome job!

Of course, the day would not be possible without a huge “thank you” to our sponsors, board members, and Past Presidents who give so much to make this an event everyone looks forward to with anticipation. Special thanks to the golfers who support this event every year. With everyone’s participation we were able to donate more than \$5,000 to NEADS. NEADS (National Education for Assistance Dog Services, also known as Dogs for Deaf and Disabled Americans). This organization offers a wide spectrum of assistance dog services and has been a charity the NECA has been working with for several years.

Best of luck to all for a fabulous winter of washing!
Until next year... ■

Patti Kaplan owns Starlite Car Wash in North Reading, MA. She is an NECA past president and golf committee chair.



The team from Autowash Maintenance.



Team Washify.



The team from New England Carwash Equipment and TAPCO strikes a pose.



LOVE those flamingo pants! Definitely a winning look and foursome!

TREASURER'S REPORT NECA	
New England Carwash Association, Inc.	
January - September 2017	
Income	
Interest Income	\$1,241.20
Meetings	\$30,550.00
Member Services	\$3,094.69
Membership	\$13,915.00
NRCC	\$45,520.00
Scholarship	\$860.00
Total Income.....	\$95,180.99
Expenses	
Advertising and Promotions	\$-
Board Expenses	\$1,958.56
Charitable Contribution	\$-
Insurance	\$1,804.00
Management Services	\$32,184.27
Meetings	\$17,135.79
Member Services	\$947.40
Membership	\$355.95
Office Expense	\$2,798.10
Professional Expense.....	\$1,975.00
Scholarship	\$4,031.81
Tax	\$26.07
Total Expenses.....	\$63,216.95
Net Income.....	\$31,963.94
Cash Balances	
Citizen's Bank Savings	\$88,972.79
Citizens Checking.....	\$66,361.05
EverBank CDs.....	\$102,743.64
Total Checking / Savings	\$258,077.48



PRESIDENT’S COLUMN

I'm writing this column coming straight off the New York State Car Wash Association (NYSCWA) Fall Membership Meeting. This year's meeting took us on a good ole' fashioned carwash tour in the Albany market. We toured two Hoffman Car Washes, one recently remodeled self-service location in Wynantskill and a new "ground up" build featured in the recent "Virtual Carwash Tour" at the Northeast Regional Carwash Convention (NRCC) in Saratoga. The bus tour continued on to the newly-remodeled Spritz's exterior carwash in Clifton Park. I'd like to thank the operators, Tom Hoffman, Jr. of Hoffman Car Wash and Steve Weekes of Spritz Car Wash for opening their doors to the nearly 60 operators from around the Northeast. I'd also like to thank the Weekes family for providing snacks and beverages at their site. These operators have spent considerable money and effort updating their facilities and have incorporated new technology to improve the quality of the process they produce, but also the experience for both customers and employees. In speaking to operators on the tour many took away ideas and designs they are looking to incorporate into their location updates and new designs. This continues to be one of the most valuable parts of being part of this association. During the tour I heard several times, "I really like that idea, maybe we can try that," and "Have you thought about trying it this way?" Where else can you get the depth and breadth of experience all together sharing ideas about how to make our businesses better? We ended the day with dinner and a chance to catch up on some association business and had a chance to relax and talk with some old carwash friends and make some new ones.

Board Thanks!

Part of the business portion of the meeting was to acknowledge outgoing board members and welcome some new ones. On behalf of the NYSCWA board and carwash operators, suppliers, manufacturers and distributors that make up our association, I would like to extend my thanks and my sincere appreciation to Mark Kubarek, past president and Officer Slate Committee Chairman, for his work in putting together the slate of officers and board members for 2018. I would like to extend my thanks and gratitude to retiring board members, Paul Vallario of Personal Touch Car Wash, Timm Baldauf of Advanced Car Wash Systems, Rodney Bronson of Hoffman Car Wash and Todd Mills of Car Wash Solutions. Our new board members will be featured in upcoming issues of this publication but I would like to formally welcome them to the board. They are Christopher Kubarek of K & S Car Wash; Brett Potts of ZEP Vehicle Care; Mackenzie Wilock from Spritz Car Wash and Miguel Gonzalez of Micrologic Associates.

I am looking forward to working with our new board members in continuing to advance the professional carwash industry in the State of New York.

Remember to come out to our Spring Membership Meeting at CitiField on June 5 when the Mets take on the Baltimore Orioles. For more information on the association, upcoming meetings and how to become a member visit www.nyscwa.com



Walter Hartl
NYSCWA President

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Brett Potts, ZEP Vehicle Care
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Mackenzie Wilock, Spritz Car Wash
518/376-7681 • weekmac@gmail.com

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

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Clifton Park Wash Gets Reno Down to Its Bones

By Alan M. Petrillo

The former Upstate Car Wash on Route 146 in Clifton Park, NY, needed a major rehabilitation when owners Stephen Weekes and Peter Rosenfeld bought the place in 2015, and the pair knew that it was going to be a big task to accomplish. But even though they did the majority of the work themselves, it took them less than a year to strip the carwash down its bare bones, and renovate it into a modern, customer-friendly wash.

Weekes and Rosenfeld decided early on that while they would gut the existing wash, they would keep the footprint of the building the same and renovate it from there.

“It’s much easier to permit it that way,” Weekes said, “because it is an existing carwash. That way we didn’t have to meet new setbacks and other restrictions for new carwashes in the town. We gutted everything in the carwash, and took it down to cement blocks and naked trusses.”

Weekes said that he and Rosenfeld, working with three other employees, installed new water lines, sewer lines, a new trench, put on a new roof, and installed all new Peco equipment.

“The finished carwash is a 125-foot express exterior tunnel with hand prep,” he said. “We also have two new self-service bays, and built another new bay that will have an in-bay automatic in soon.”

Weekes pointed out that he and Rosenfeld converted the wash from a single incoming vehicle line to a double line with two gated pay stations that merge into one at the head of the tunnel.

The self-service equipment in the two bays is Carolina Pride, Weekes pointed out, which takes coins, bills and credit cards.

“We wanted to make the carwash as automated as possible for all the different types of washes for our customers,” he observed.

Rebranding Too!

Weekes and Rosenfeld also took the opportunity of the renovation to bring about a rebranding of all of their upstate New York carwashes, changing them to Spritz Car Wash.

“My daughter Mackenzie Wilock is our marketing director and suggested the name a year ago,” Weekes pointed out. “We implemented the new name at this site, and are working to rebrand our other sites, one by one.”

Weekes and Rosenfeld’s company is a decades-old in-bay auto wash company with seven locations. The company has three tunnel washes, each with a mix of self service and in-bay automatics, as well as four sites with in-bay automatics and self-service bays. The Clifton Park/Halfmoon and Scotia/Glenville markets have three Spritz Car Wash locations each, while the seventh is located in Niskayuna.



Owners Peter Rosenfeld and Stephen Weekes (pictured with Marketing Manager Mackenzie Wilock) have poured hours and blood, sweat and tears into this rehab and the results are spectacular!



This Clifton Park, NY, wash was gutted down to its cement block and trusses and renovated into a 125-foot exterior express with two self-serve bays and an inbay automatic.

Weekes and Rosenfeld are big believers in unlimited carwash programs. “We have programs based on the dollar amount to be spent,” Weekes said, “and offer the unlimited programs through our pay stations and our website. Customers can use their unlimited access at any of our locations.”

Weekes noted that Spritz Car Wash doesn’t use coupons. “Our pay stations won’t read coupon bar codes, but even if they did, we probably would not use them because we think coupons are outdated technology, he said. “We are working with a new company now to redesign our website, and are using social media to reach a younger

Continued on page 68 ...

Spritz Car Wash ... *continued from page 67.*

crowd. We are also working on improving our access to Facebook and LinkedIn.”

Spritz Car Wash’s unlimited program is \$24.99 for a regular wash, and \$39.99 for a superior wash, which includes hot wax and tire shine. Weekes said that he and Rosenfeld began their unlimited program at one site three years ago, but now offer it at all three of their exterior express tunnels.

Total cost of the rehab at the Route 146 carwash, excluding the property purchase, ran about \$2 million, Weekes noted.

“We have our sights set on 100,000-plus cars annually,” he said. “This is a small market, but there are opportunities here. We kept everything simple and straightforward in the wash renovation, but didn’t spare any expense in materials.”

Weekes continued, “Because we repair all our own equipment, we wanted to make things easy to maintain, diagnose and repair. We even built in backup systems, where if we lose some pumps, water lines or solenoids, we have backups that can be swapped out on the fly. In today’s day and age, you need to be as self sufficient as possible. ■

Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He’s the author of the historical mysteries, Full Moon and Asylum Lane, and his latest historical thriller, A Case of Dom Perignon, all available at www.amazon.com.



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New York State Car Wash Association Profit and Loss

January - September, 2017

Income	
Meetings Income.....	8,270.00
Membership Dues.....	16,050.00
Northeast Convention Income	29,262.84
PAC Contributions	75.00
Promotional Fees	161.85
Vendor Sponsorships.....	3,100.00
Total Income.....	\$56,919.69
Gross Profit.....\$56,919.69	
Expenses	
Advertising/Promotional.....	136.80
Credit Card Fees	399.00
Director Fees	15,750.00
Insurance Expense	1,433.00
Legislative Expense	300.00
Legislative Fees	9,000.00
Meetings Expenses	12,625.16
Office Expenses	970.74
Postage Expense.....	480.25
Printing/Graphics	208.50
QuickBooks Payments Fees.....	2,131.46
Telephone	161.55
Travel	259.55
Total Expenses.....	\$43,856.01
Net Operating Income.....	\$13,063.68
Net Income.....	\$13,063.68
Checking Account Balance	52,646.96
Money Market Balance.....	55,869.43
Total Cash on Hand.....	108,516.39

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DOL Call-in Pay Requirements Impact Membership

William Y. Crowell, III,

The New York State Department of Labor (DOL) released draft regulations on November 10 on employee scheduling (call-in pay). These proposed regulations are to appear in the November 22, 2017, issue of the State Register. A 45-day comment period is available after publication. The regulations are available on the New York State Department of Labor Website (labor.ny.gov/worker-protection/laborstandards/scheduling-regulations).

The proposed regulations are directed at the call-in pay requirement of the Minimum Wage Order for miscellaneous industries and occupations (12 NYCRR Part 142) and as such directly impact carwash employers and employees.

The proposed regulations would require that employers pay employees, who come to work for a shift not scheduled a minimum of 14 days in advance, an additional two hours of call-in pay. Employers are also required to pay employees, who have a shift cancelled less than 72 hours prior to the start of their shift, an additional four hours of call-in pay. It would also require employers who ask workers to call within 72 hours of the beginning of the shift to confirm whether or not to report to work, to pay an additional four hours of call-in pay.

There are several exceptions to the call-in pay requirements including: employees covered by a collective bargaining agreement, when workplace operations cannot continue based on an act of God or employees during work weeks when their weekly wages exceed 40 times the applicable basic hourly minimum wage rates.

New York City enacted Local Law 99 of 2017, which would ban the practice of on-call scheduling for retail employees. A retail employer is required to post a work schedule 72 hours before scheduled work under this local law.

The City of New York's enacting of this local law apparently had an impact

on the New York State Department of Labor's interest in the proposed regulations. There was a suggestion that the state regulations would potentially preempt the City's Local Law 99.

These proposed regulations would have a negative impact on carwash operators because the business is so weather dependent that it is impossible to prepare a definitive schedule. Operators would be penalized by adding or reducing hours for employees in response to weather conditions. Many part-time employees of carwashes are students or others who are working for additional income that are attracted to the flexibility of carwash hours. This proposed regulation discourages flexibility scheduling. It also encourages carwashes to automate to the maximum extent.

Small carwash operators are particularly burdened by the proposed regulations, which add significant employee and administrative costs. These costs are in addition to the increasing costs from minimum wage hikes.

The NYSCWA will be submitting comments on the proposed regulations on employee scheduling. The more comments submitted by the carwash industry the better, so don't hesitate to make your views known. To submit a comment, please email hearing@labor.ny.gov.

The Car Wash Accountability Act also referred to as Local Law 62 takes effect on December 4, 2017. Among other requirements, Local Law 62 requires carwashes to obtain a license to operate by December 4, 2017. Car washes must also obtain a surety bond in the amount of \$150,000.

The December effective date is a result of a recent decision by federal district court Judge Alvin Hellerstein in the litigation *The Association of Car Wash Owners et al. v City of New York*. The court in the original decision issued by Judge Hellerstein struck down Local Law 62. The judge's opinion cited the

fact that carwash owners were required to post a surety bond of \$30,000 if the carwash was not unionized. The court found that this disparity dependent on unionization was federally pre-empted by the National Labor Relations Act. The court determined in its opinion that "Pressuring businesses to unionize is impermissible under the NLRA, as it inserts the city directly into labor management bargaining." This decision prevented the City from implementing Local Law 62. However, Judge Hellerstein reconsidered his prior decision and issued an amended judgment. The court determined that the provision of Local Law 62, which provided for the surety bond amount based on unionization would be severed. The remaining provisions of Local Law 62 were left intact. As a consequence, all carwashes in New York City subject to registration would be required to provide a surety bond in the amount of \$150,000.

The court through severance of the objectionable differential between surety bond requirements made Local Law 62 more equitable. Although the lack of an enforceable law was clearly a better outcome for carwash operators, New York City would have eventually responded to the judge's determination and passed a new local law not including the provision creating the disparity into the surety bond amounts based on unionization.

Just to reiterate, based on the amended judgment by Judge Hellerstein carwashes will need to obtain licensure through the New York City Department of Consumer Affairs by December 4, 2017. ■

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



William Y. Crowell, III

NYSCWA Fall Tour & Meeting Targets Albany Washes

The New York State Car Wash Association (NYSCWA) met on November 2 to tour three washes in the Albany market and hold its Fall Membership Meeting at The Clarion Hotel at The Century House in Latham.

The event began with a tour of three area washes including an extensive remodeled Hoffman self serve with three traditional bays and three in-bays in Wynantskill, a ground up express exterior in Saratoga also owned by the Hoffman family and featured on the recent NRCC “Virtual Tour,” and a nearly 100 percent rebuild of an express exterior owned by the Steve Weekes and Peter Rosenberg with two self-serve bays and one inbay automatic in Clifton Park. A group of nearly 60 toured the facilities before heading back to Latham for a dinner and membership meeting facilitated by NYSCWA President Walt Hartl.

During the meeting Hartl noted the proposed 2018 officer slate that was voted in by the membership. The slate includes President Walt Hartl; Vice President Steve Weekes; Secretary Rob Peter and Treasurer Mike Benmoschè. Board members include returning Operators Christian King, Gary Baright and Jake Collison and new operator board members Chris Kubarek and Mackenzie Willock and vendor board members Brett Potts and Miguel Gonzalez. He also thanked outgoing board members Todd Mills, Timm Baldauf, Rodney Bronson and Paul Vallario for their tireless service and dedication to the board and association and presented them with a crystal award as a small token of appreciation.

He also acknowledged the vendor sponsors of the event: Bus Tour Sponsor Simoniz USA; Lunch Sponsor Micrologic, Dessert Sponsor, CSI/Lustra, Meeting Sponsor G & G LED and Hors D'Oeuvre Sponsor Vacutech. ■



Newly renovated Hoffman Car Wash in Wynantskill.

See photos on page 72.



Hoffman Car Wash's newest location is an express exterior in Saratoga chocked full of innovation and "wow."

See photos on page 73.

To learn more about the association visit nyscwa.com



This ground-up renovation is impressive complete with a rebranding.

See photos on page 74.

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Hoffman Car Wash, Wynantskill



This extensive rehab has resulted in a aesthetically pleasing site with more profit potential.



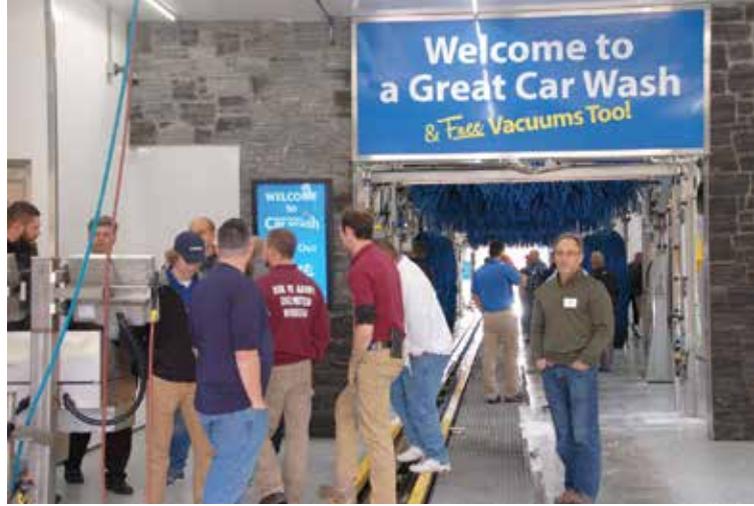
Hoffman Car Wash's Tom Hoffman, Jr., Foam & Wash's Gary Baright and Scrub-A-Dub's Doug Kleeschulte.



NYSCWA Treasurer Mike Benmoschè and Incoming Board Member Chris Kubarek.



Hoffman Car Wash, Saratoga Springs



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Innovation abounds at this brand new express exterior in Saratoga, NY.





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Create a Zero Accident Culture

By Mike Benmoschè

“Zero Accident Culture” is a term you read and hear a lot about, but do you practice it faithfully? Safety starts with you, so how you embrace this principal is the most important factor in successfully creating a safe environment for your employees and your customers. Ask yourself, are you doing absolutely everything possible to maintain zero incidents at your locations? Do you believe that’s even possible? Until you can honestly say, “yes” to both questions, there is much more work to do.

Too many operators accept that they work in a dangerous environment and that accidents are inevitable. Without the mindset that you have the ability to change that, I feel owners are making it difficult to succeed in reaching the “zero accidents” objective. Whether you are the owner, manager, or new employee at the wash, it is imperative that you take a leadership role in inspiring others to accept the zero accident culture philosophy. Lead by example!

What are some of the ways you can do that?

- Define your culture expectations and make them available to your employees

- Post daily results on how well your location is doing in a conspicuous area of the wash
- Consider a plan to reward a successful campaign to achieve this goal
- Schedule several review sessions on the progress with management
- Make sure you are clear about your mission
- Consider having all employees sign your poster with results of the day
- Be sure you find a way to include this message every day
- Include a reminder with every pay check
- Highlight and brag about every incident that is averted
- Enlist employee assistance in identifying and engineering hazards out of the workplace
- Identify where short cuts are contributing to potential incidents and eliminate them
- Behave responsibly at all times
- Employees must embrace this concept without exception
- Maintain an open policy for employees to report unsafe conditions.

This list is certainly not all-inclusive, but meant to be a starting point to assist with your ideas. Challenge your employees to help you expand on this with topics related to your specific operations.

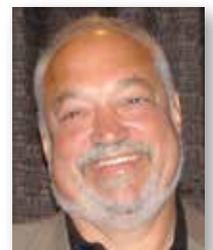
Keep in mind that many times it takes behavioral changes to achieve a zero claims result. Everyone who works at your wash has to be prepared to fully commit doing what is necessary to make that happen. It’s not an easy road, but most worthwhile changes in life are not. Remember, it’s up to each of you to be the leader before safety can flourish at your wash! Someone’s life may depend on it. As always, words can give you the tools to develop a strategy but action is the only way to attain results. Begin today. Remember, a safe wash protects people and profits.

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Mike Benmoschè

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

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Dr. Seuss

Session 12: Reasons to Breathe

By Ray Justice

If you read the previous 11 issues, I had been asked by Editor Suzanne Stansbury to “Push, 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.” Second: we covered Motion, Movement & Stretching. Third: was on Sleep, Rest & Recreation. Fourth: was about Health Focused Reminders. Fifth: was on Personal Habits, including Movement and then the importance of Water. Sixth: on General Health and Longevity with tips from 100 year old GGB. Seventh: was on Head stuff – Tying in your mind, thoughts, beliefs, etc. Eight: More Head Stuff – letting go of fear-based thoughts and the power of self-suggestion. Nine: Mindfulness, Our thoughts drift on their own if we do not give them direction. Ten: Personal Energy Awareness – Your body will tell you a great deal – paying attention. Eleven: Hello, Good Bye, Thank You, – 3 Things to focus on.

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

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

Reasons to Breathe

Of course, we all know, it keeps us alive.

We can only live for a few minutes without air so it is a vital, and number one most important part of survival. But breathing is more detailed than that and comes into play with much of our day-to-day life in addition to keeping us alive.

A pause here to acknowledge our appreciation for the breath of life. Breathing for your mind, emotions and your body, for relaxation, for health, for focus, for relief/release, for strength/energy, for intuition, creativity, ideas, for change in mood and attitude.

Breathing – mindfully and consciously knowing about it. We breathe automatically so even when we are sleeping our body will still function even in different conditions. What we are focusing on here is the part of breathing that we can control and why it is important to understand and how to use to our advantage.

The term mind-body has been growing over that last several years, as we understand the connection between the two. Breathing is a great example of that connection. Breath effects, and can change, our body and our mind and our emotions.

For this writing we will call it “Intentional Breathing,” that is when it is deliberate, planned and on purpose. We can do a lot for our day-to-day life by paying attention and controlling our awake time breath.

Our breath can be controlled, depending on the circumstances and environment and it can be controlled and changed by us consciously.

The following is a copy from a column I previously wrote for our local Chamber of Commerce. It fits in well here. “Remembering to Breathe on the job.”

It could be dealing with day-to-day stress like rushing, forgetting to do something, dealing with conflict, or job loss anxiety. It could be thoughts in your head from the day before or it could be something of a reminder from the past. It “could be “ a lot of things.

The point here is the importance of remembering to Breathe when things are a little tense.

One key is practicing when you are not under stress so that you can be more aware when the heat is on. “How do I remember to do something that happens on it’s own,” you ask?

Well, yes, it does happen on it’s own, automatically or we wouldn’t be breathing at night while we sleep.

What we do have, while awake, is an effect on the speed, depth and volume. We have some control over just how our breathing functions, deep or shallow, fast or slow, by how we are feeling at the time. It is built into our systems so that we can respond with the level of energy needed. The problem is some (most) of our responses are due to imagined occurrences and it changes our breathing. We can also use our breath to bring us back to now, to the present, to center and balance.

Benefits

- ❖ Keeping your cool.
- ❖ Not reacting or over reacting.
- ❖ Being aware under pressure.
- ❖ Dealing with stress.
- ❖ Feeling calm and in control.
- ❖ Relaxing and/or energizing our body

Pay attention, to how you breathe when you are aware. When scared, angry, nervous, breathing is usually shallow and rapid.

Sometime we even hold our breath and are not even aware that we are.



What does practice mean and why should we bother? Practice breathing slowly and deeply when you first sit in your car; before you get out of bed or anytime that you can take a few seconds. Like sports, finances or most other situations in life if we practice and prepare we are more ready to deal with what is happening around us in tougher situations. Athletes, public speakers or any one doing something important, with a lot on the line, take a deep breath before starting. Every meditation, every yoga exercise, stretching exercises, before a golf putt, a basketball shot, all sporting events, breathing is a part of the success.

A wonderful thought meditation to use while you are practicing is

“Breathing in I calm my body, Breathing out I smile.”

– By Thich Nhat Hanh,

Think this as you inhale and exhale. So simple, so powerful. He also has a poetic verse titled “Breathe and You Know.”

Breathing is free, helps in many ways besides keeping you alive and has no known cautionary side effects. With the rise of news and information comes an increase of anxiety and depression. Everywhere, every time, you need to relax, refocus, reenergize, pause, to help with depression, anxiety, being aware in the present moment, being non reactive (count to 10), centering and balance, pause to breathe.

A simple and powerful thought, that even could be called a prayer, is to say “Thank you” and at the same time focus on your breath. Thank you for helping me be alive in this moment. This could be called a “Breath of Appreciation.”

Breathe in slowly with thoughts of kindness to yourself and others.

Close your eyes and while Breathing become aware of your body and what feels good. The pains, discomforts and tightness, breathe into those areas using your breath to focus on your body could be called your “Breath of Feeling.”

A very good TEDX Talk BY Max Storm, 18 minutes long, titled Breathe to Heal is well worth the time. Watch the whole thing but the last 5 or 6 mins. He does a good job of teaching a simple Breathing technique. www.youtube.com/watch?v=4Lb5L-VEm34

He mentions Dr. Andrew Weil who suggests a simple system to breathe to a count of four, hold for seven, exhale for eight. Here is a short version of his instructions. More information on this and other aspects of health can be found on his website at www.DrWeil.com

The 4-7-8 (or Relaxing Breath) Exercise

The 4-7-8 breathing exercise is utterly simple, takes almost no time, requires no equipment and can be done anywhere. Although you can do the exercise in any position, sit with your back straight while learning the exercise. Place the tip of your tongue against the ridge of tissue just behind your upper front teeth, and keep it there through the entire exercise. You will be exhaling through your mouth around your tongue; try pursing your lips slightly if this seems awkward.

- ❖ Exhale completely through your mouth, making a whoosh sound.
- ❖ Close your mouth and inhale quietly through your

nose to a mental count of four.

- ❖ Hold your breath for a count of seven.
- ❖ Exhale completely through your mouth, making a whoosh sound to a count of eight.
- ❖ This is one breath. Now inhale again and repeat the cycle three more times for a total of four breaths.

This breathing exercise is a natural tranquilizer for the nervous system. Unlike tranquilizing drugs, which are often effective when you first take them but then lose their power over time, this exercise is subtle when you first try it, but gains in power with repetition and practice. You cannot do it too frequently.

Once you develop this technique by practicing it every day, it will be a very useful tool that you will always have with you. Use it whenever anything upsetting happens – before you react. Use it whenever you are aware of internal tension or stress. Use it to help you fall asleep. This exercise cannot be recommended too highly. Everyone can benefit from it.

Intentional Breathing is something that everyone should know about and practice. If you have read this far the question is, will you? (Practice.) ■



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

The Listening Breath

And While You Are Breathing,
Breathing Intentionally
That Is

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The
Whispers Of Intimacy

How Do They Behave?

Be Quiet
Be Still

The whispers are there.
Can you hear them?

Are you breathing?

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