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Fall 2018

Vol. 23 No. 4

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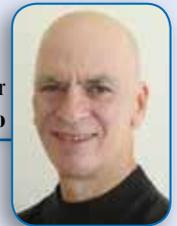
ON THE COVER

Photo credit: Photo courtesy of Splash Car Wash.

## northeast carwasher



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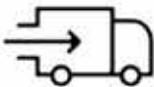
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Space reservations and materials for the Winter 2019 issue are due October 24, 2018.



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*I am officially an empty nester.*

*Oh, it hurt to type those two words. I'm not quite sure how this has happened, but it has and my world is changing. My son graduated a year ago from Bentley and is working in the finance world and living in New York City. My daughter is now entrenched in her new world at the University of Pittsburgh (PITT) where she has begun working on her BSN (Bachelor of Science in nursing). To coin a phrase, the world is their oyster and to say that I'm proud of them is simply an understatement.*

*While being extremely excited for them, at the same time I'm a little unsure about my next steps, but I plan to embrace my empty nesthood completely!*

*I recently stumbled on an article that outlines several ways to celebrate being an empty nester. What was interesting, however, was that much of the advice relates to everyone's daily life. For example, the article mentioned taking pride in your accomplishments (this could be with your kids or your job). Own it when you've done a good job! I don't think we do that enough. I know I don't. When you get an ata boy from a customer, share it! When you give away 200 washes during Grace for Vets, let your local press know. Share the good stuff!*

*Recognize that you taught them valuable life lessons which allows them to thrive on their own (much like you do with your wash staff, especially those new to the workforce). This industry provides many with their first taste of the working world. Make sure it's a positive one. Take pride in making it a memorable and teaching experience.*

*Acknowledge your feelings (we all need to do that every day any way!). It's ok to feel like you are at a crossroads. Just make sure you acknowledge it and move forward in a direction that is positive and rewarding.*

*Focus on your career. Well, we are all doing that as well, but I might actually be able to get ahead of the game for a change and slow down or even re-direct my efforts. Hum. That makes me smile!*

*How about making a lifestyle change (I've started walking and really enjoy an hour with no cell phone in my own private space). What are you doing or what do you want to do? Just do it!*

*You get my point. Many of the tips I shared translate for the pre-, as well as post-empty nesters as well as those without kids. In fact, they work for all of us. Why not give a few of them a try?*

*We all know that change is inevitable. Whether it be with your family situation or at your wash. Our industry is experiencing a great deal of change through consolidation, private equity and new investor purchases and in some cases second and third generations taking the reins. Our landscape is evolving. That's a good thing.*

*So, since change is inevitable, we must learn how to best adapt and thrive from it, and we must embrace it. I plan on doing just that.*

*But the last point the article made was to prepare to be a grandparent! NOT ready for that one – yet.*

*#HailtoPITT!!!*



Suzanne L. Stansbury



northeast  
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# Honor our Vets!!!!

Don't forget to sign your wash up to participate in the 2018 Grace For Vets event, November 11. This is a day to honor servicemen and woman across the country for their service. To learn more visit [graceforvets.org](http://graceforvets.org)

## WASH VOLUME INDEX

We have taken the pulse of four Northeast operators to see where their volumes are compared to last year (YTD). The start of summer was hot and dry and the end of summer was hot and wet. Luckily, the latter did not affect too negatively our participants. Mid-Atlantic operator, Dave DuGoff, was the winner boasting a 16 percent gain and metro Boston operator Ron Bousquet was also up, but by the lowest margin at 3 percent. Here's hoping the trend continues upward into the winter months!



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.

## Remembering Theresa Tracy

Theresa (Troiano) Tracy, the wife of Magic Minit's Alan Tracy, passed away after a brief illness at her home on June 6. Born in Enfield on August 6, 1937, she spent her entire life in the town graduating from Enfield High School before attending American International College in Springfield, MA. She married Alan K. Tracy in April of 1964, recently celebrating their 54th wedding anniversary.

A mother of three, Elizabeth, Alan and Joseph, Theresa dedicated her life to her family and their happiness. A life-long communicant of St. Patrick's church in Enfield, Theresa will be remembered for her strong faith, family loyalty, love of cooking and travel and her dedication to her husband, Alan.

She leaves behind her husband Alan, her daughter and son-in-law Elizabeth and Peter and grandsons Jason and Kyle Montecalvo of Deep River, CT; her son and daughter-in-law Alan and Sarah and granddaughters Savannah, Kate and Ella Tracy of Freeport, ME, and her son and daughter-in-law Joseph and Julie and grandchildren Alexa and Matthew Tracy of Enfield. She also leaves two brothers, Frank and Anthony Troiano and their families. She is also predeceased by her parents and sister-in-law Penny Magin.

Donations can be made on behalf of Theresa to Masonicare Partners HomeHealth & Hospice, 111 Founders Plaza, Suite 200, East Hartford, CT 06108, or a hospice resource of your choosing.



(Photo courtesy of Hoffman Car Wash, Albany, NY)



Great Idea!



Taking a page from his friends at Hoffman Car Wash in upstate New York, College Park, MD, operator Dave DuGoff is also shining positivity at his busy self serve.



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**DRB SYSTEMS APPOINTS  
PITTMAN PRESIDENT, CEO**

DRB Systems, Akron, OH, a leading provider of technology-enabled devices and software solutions to the North American car wash industry, has appointed Dan Pittman as President and Chief Executive Officer, according to a company press release. His new position took affect on August 1. Former CEO, William Morgenstern, who led DRB since 2015, plans to retire but remain an active member of the board of directors and a strategic advisor to the company.

Pittman is an accomplished technology executive with decades of experience in supply chain, customer and service support, and operations, said the release. He has served as DRB's Chief Operations Officer since 2015, and has been responsible for all the company's operations and for driving continuous process improvement. Prior to DRB, he was a senior executive in Supply Chain, Service Support and Operations at Diebold.

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

**HYDRA-FLEX FINALIST  
IN MN MFG. AWARDS**



Hydra-Flex, Inc., Minneapolis, MN, manufacturer of fluid handling equipment, has been named a top three finalist in two categories in the 2018 Made in Minnesota Manufacturing Awards, according to a company press release. The two categories include Community Impact and Best B2B Product.

The company is a finalist for the Community Impact award for giving back to the community through em-

ployee volunteer programs, donations and service. They are a finalist in the Best B2B Product category because of the success of their Aqua-Rocket Industrial Turbo Nozzle.

Hydra-Flex and other winners will be honored in the fall issue of *Minnesota Business Magazine*.

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

**BLING KING FEATURED  
IN BELGIUM PRESS**

Bling King, a Sonny's equipped carwash in Torhout, has been featured in the Belgium press for being an impressive, state-of-the-art carwash, according to a Sonny's company press release. "The carwash is not only spectacular, but also sustainable," said a quote from the release. "Thanks to Bling King's own water

treatment plant, 80 percent of the water can be reused. The investment amounts to around \$2.5 million euros."

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

**CSI APPOINTS NEW EUROPEAN  
SALES MANAGER**

Cleaning Systems Inc. (CSI), DePere, WI, has appointed Petros Katarellos to the position of European Sales Manager, according to a company press release. Petros is a native of Poland and will be based in Warsaw. He comes to CSI with more than 10 years of professional experience in an export business covering most of Europe and the Middle East. He is fluent in Polish, English and Greek.

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

**MACNEIL AWARDS TOP DISTRIBUTORS**



*Pictured are Mike Dickert, Owner; Josh and Alex Whaley.*

MacNeil Wash Systems, Barrie, Ontario, Canada, announced its 2017 Top Distributor Awards at its annual Distributor Meeting, April 25, in Las Vegas, NV, according to a company press release.

Jim Belanger, General Manager, MacNeil Wash Systems, presented awards to top performing distributor customers to recognize their sales achievements and commitment to superior service. The Top 2017 Sales Champion Award, which was a customer-made championship belt, was presented to Mike Dickert, owner of Complete Car Wash in Alabama. This is Complete Car Wash's third consecutive year as Top MacNeil Distributor.

The following were presented with "Knock Out" awards which included a pair of custom MacNeil boxing gloves: Arizona Car Wash Systems – An NCS Company in Arizona; Aqua Tech Wash Systems in California; Badger Land Carwash Equipment & Supplies in Wisconsin; IMO US South in Mississippi; Kleenco Car Wash Service in Ohio; Laguna Industries in Washington and Specialty Car Wash Systems in California.

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



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# Splash Opens First Foreign-based Wash – in China

By Alan M. Petrillo

**S**plash Car Wash, which has 18 wash locations in Connecticut and New York, has opened a new facility in an unexpected place – the People's Republic of China.

“China is an interesting foreign country market,” said Mark J. Curtis, Splash’s chief executive officer. “It’s a communist regime, but their market has the potential for explosive growth in the carwash field.”

Curtis said the facility that Splash built in Taicang, China, (a suburb of Shanghai, the most populated city in the world), is 18,000-square feet, with a 100-foot conveyor for flex service, off-line full service, all Washtech equipment, 10 vacuum spaces, express detail services, a five-bay oil change center, and a two-story reception area where customers are served coffee and tea in a VIP second-floor lounge. Taicang is home to approximately 947,000 people, while Shanghai has 24 million inhabitants.

Curtis noted that Splash had worked with an American in China, Rob Shesol, who originally had worked to develop carwashes in the Czech Republic.

“It was a long-time effort on his part in the Czech Republic, but he couldn’t get it done there,” Curtis pointed out. “Then we got a call from him from China where he had made a connection with a Chinese national who wanted to develop carwashes in the Shanghai area. We all met at an ICA (International Carwash Association) show three years ago, talked about the opportunities in China, what made sense in terms of their ability to develop sites there, and what tack they needed to take with the government in order to get approval.”

Curtis noted that garage washes and wash bays are common in China, but there are few conveyor carwashes in the country, and none in the Taicang area.

“The Chinese really pursued the environmental angle of a conveyor carwash,” he said. “We told them about how we would recycle some of the wash water used by the carwash and treat waste water before it went into the sanitary sewer. This was met by high favor from the Chinese in Taicang. They offered to build the building and



we offered to equip it. In essence, they are our partners in the project: they own the building and the land, and we own the equipment, and we have a long-term lease on the property.”

While Curtis admitted he, “knows a very few words of Mandarin,” he said his Chinese partner, James Ying, who speaks fluent English, was a cornerstone in getting things done properly.

“Building the facility took a little



*Pictured is Splash Car Wash’s Chinese interpreter, Dan Petrelle and Mark Curtis of Spalsh, partner James Ying and the team from Washtech.*

*The wash opened July 12, 2018.*



over a year,” Curtis said, “and when we opened we started out with an aggressive stance on pricing the carwashes. We put the price points at close to \$3 for an exterior wash and around \$10 for a full-service wash. We didn’t want to let pricing get in the way of introducing conveyor carwashing to the Chinese people.”

Curtis pointed out that, “the number of new drivers in China is overwhelming. Taicang used to be farmland, but now is full of apartment buildings to house tens of thousands of people. Another suburb of Shanghai, Suzhuo, now has five million people, and we are considering putting a number of full-service carwashes there because of the area’s exceptional growth. In Suzhuo, we probably would be building the structure, leasing the property from private owners, though the project would be endorsed and supported by the local government. It would be comparative to getting zoning approval in the United States, and of course, we will put in water recycling and retreatment systems as we did in Taicang.”

China has been, “playing catch-up to the United States in terms of environmental consciousness,” Curtis maintained. “A primary focus for the Chinese is anything that is environmentally friendly and is something that they can support. That really helps our carwash development there.”

Curtis says that the approval process in China is similar to that as in the United States.

“In the US, we go through zoning approval and getting building permits, and other approvals,” he said. “In China, the timing and need for government approval is similar, where there are inspections, permits and approvals that need to be handled. One big difference is that labor is much cheaper in China than in the US.

“However, things are changing in some areas of China because the availability and workers has diminished and the cost of labor has increased given the rapid growth of manufacturing and services in certain markets. We anticipate we (will) continue to see that as we go forward.”

In the United States, Splash Car Wash has Connecticut locations in Bridgeport, Cheshire, Cos Cob, Cromwell, Darien, Fairfield, Greenwich, Hamden, New Haven, Norwalk, Shelton, Southbury, Stamford, West Haven and Wilton. In New York, Splash’s locations are in Bedford Hills, Brewster and White Plains.

And now, it has a full-service wash in Taicang, China.

Curtis observed that in retrospect, it looks easy to open a carwash in a foreign country like China.

“But I can tell you that none of us saw what it would take to get to the point that the process seemed seamless,” he said. “It’s a process of connecting to the right people, and having those people be able to convince the people in government that what we are proposing is beneficial to their economy, employment and environment. It took a period of time for us to get there, over a couple of years, but ultimately we were successful.”

Curtis continued, “The challenge is that no one in China knows how to operate a carwash, how to put the car on the conveyor, clean the car, dry it, and detail it. And there’s also the barrier for us in teaching them in a different language.



The two-story site boasts a 100-foot conveyor, off-line full service, 10 vacs, express detailing and a five-bay oil change.

But we had our interpreter there all the time to train the Chinese employees and talk out any issues. It worked out very well for everyone, and the Chinese we encountered were very gracious, well-intended, and developed into very good workers, anxious to please and to do well. ■

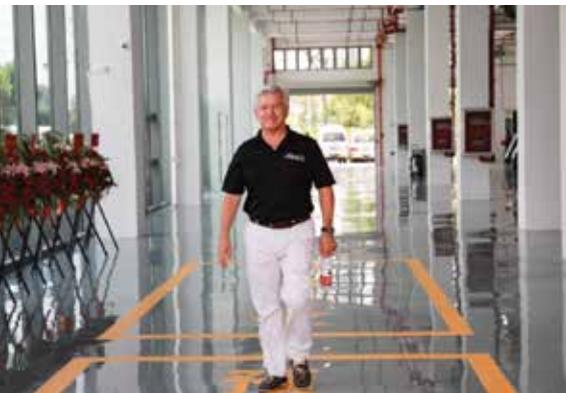
Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He’s the author of the historical mysteries, Full Moon and Asylum Lane, and his latest historical thriller, A Case of Dom Perignon, all available at [www.amazon.com](http://www.amazon.com)

More Photos on Page 14!

Splash Opens Wash in China ... continued from page 13.



*Pictured are (second from left) partner Rob Shesol and (second from right) partner James Ring with some Chinese dignitaries from Taicang.*



*Visionary Mark Curtis.*



*The Washtech-equipped site in Taicang, China, is the first venture into a foreign market for Splash, but it might not be the last.*

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## 29<sup>TH</sup> NRCC to Pack a Punch!

**T**he 29th Northeast Regional Carwash Convention (NRCC), October 1-3, at the Atlantic City Convention Center, is sure to pack a punch with more than 300 exhibits and a solid lineup of educational programming including the return of the “Virtual” Carwash Tour!

Last year’s “Virtual” Carwash Tour featured four exceptional washes (Hoffman Car Wash, Saratoga Springs, NY; Sparkle Car Wash, Easton, PA; Valet Auto Wash, Lawrenceville, NJ and Foam & Wash, Wappingers Falls, NY), but unlike a traditional carwash tour where you board a bus and travel to a number of sites, this event showcased the locations via a video put together by moderator Tom Hoffman, Jr. “This event give operators the opportunity to see a lot of really neat things from around the region, virtually,” said Hoffman. “They don’t need to travel hundreds of miles and they can hear from each owner who can explain what makes his wash unique.”

The year’s “Virtual Tour,” Monday, October 1 from 3:30-6:00 pm at the Atlantic City Convention Center will revisit these locations to see what has changed in the last year, but also showcase four new sites including one completely out of the market in Salt Lake City, UT, called Wiggy Wash. The other three washes are Wash Co., Middletown, NY; College Park Car Wash, College Park, MD, and The Great American Car Wash in Severna Park, MD.

Last year’s “Virtual” Tour had 200 attendees so don’t delay in registering and to learn more at [nrccshow.com](http://nrccshow.com) today!

### Inside Looks Back!

Also returning to the show this year are the “Inside Looks” presentations that vendors will be conducting on the show floor. “Our vendors are very important to us, and we wanted to give them a forum in which to educate attendees,” said 2018 NRCC Chairman Doug Rieck. “We are building on the momentum we began last year and hope to provide our vendors with a great added show benefit.”

The schedule for the 2018 Inside Looks presentations, which go on during show hours on the floor, can be found on [nrccshow.com](http://nrccshow.com) Participating vendors this year include: Micrologic Associates, Washcard Systems, ICS, Sonny’s, VerTech, ZEP Vehicle Care, Clean Touch Formulas, Elekrri Motors and Vacutech.

The educational track will again hold its Traditional Early Bird panel that this year will include a “back chatting” option through the NRCC APP so attendees can ask questions of Moderator Bob Katseff without having to raise a hand or speak a word. This year’s education will also include a seminar on club plans, how to protect your wash from cyber attacks and a state of the industry with Sonny’s Paul Fazio. For more indepth information about each seminar, visit [nrccshow.com](http://nrccshow.com)

Please note that all educational programming is held at the Atlantic City Convention Center.

### Jay Rifenbary to Keynote

Motivational speaker Jay Rifenbary will Keynote the 2018 NRCC. Rifenbary, president of Rifenbary Training & Development of Saratoga Springs, NY, is the author of the International Best Seller, “No Excuse!” – Incorporating Core Values, Accountability and Balance into Your Life and Career.” He has also authored “True to Your Core – Common Sense Values for Living Life to its Fullest” and “Return To Your Core – Principles For a Purposeful and Respected Life.”

The West Point grad and Military Commander with more than 25 years of experience as a speaker, trainer and consultant will speak on the importance of several key principles and skills, such as self-responsibility, organizational accountability, integrity, personal honesty, professionalism, self-respect, forgiveness, passion and a positive attitude as they pertain to one’s personal and professional success. “We are so excited to hear Jay,” said Rieck. “He comes highly regarded and his message is one every operator and employee can benefit from hearing.”

Rifenbary’s program, “No Excuse!” is slated for Tuesday, October 2.

### Welcome Reception

The much anticipated Welcome Reception sponsored by ICS will again be held at The Water Club at the Borgata on Tuesday evening after the show closes from 7-9 pm.

*Continued on page 18 ...*



Jay Rifenbary

Register by September 3 and save at: [nrccshow.com](http://nrccshow.com)

2018

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Northeast Regional Carwash Convention

**Northeast Regional  
Carwash Convention  
October 1-3, 2018**

- ✓ **No Excuse! Keynoter Jay Rifenburg**
- ✓ **The “Virtual Carwash Tour” is back!**
- ✓ **300+ exhibits, attendance up 20% in 2017**
- ✓ **Welcome Reception at The Water Club**
- ✓ **Vendor “Inside Looks” seminars on the floor**
- ✓ **State of the Industry with Sonny’s Paul Fazio**

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# Build the Value of Your Wash Through Effective Exit Planning

By Lou Rendemonti

**N**o carwash owner wants to sell his business and move onto the next phase of life without the assuredness of financial security. One way to help achieve this goal is by building the value of the business with Exit Planning.

The first step in Exit Planning is to create a timeline of actions to correctly position yourself to exit your business on your proposed exit date. This timeline should solely answer the question, “What does my carwash have to grow to so that when I exit I meet my financial target?” A meeting with your team of advisors will help you assess your available financial resources and help identify what is needed to “net” from the business to meet your post sale cash flow needs.

Let’s use a hypothetical example for illustrative purposes; carwash operator Jim wants to exit the business in five years with \$150,000 of annual income. The current value of his carwash is approximately \$3 million. Using a safe withdrawal rate of 3 percent on passive assets (a diversified portfolio) it is determined that he will need to net 4.2M to generate \$150,000 safely for he and his spouse. No easy task. I am not factoring in the impact of taxes for simplicity purposes. This will require a commitment to increase cash flow (EBITDA) by a large margin. An action list including benchmarks is added to the exit planning timeline to keep the team focused on what needs to be accomplished.

After a timeline is established and a targeted business value is agreed upon, the next step in the exit planning process is to assess the carwash’s value drivers. These imperative activities create real value in the enterprise. Value drivers can help to create sustainable and recurring revenue for businesses and are required by Third Party Buyers, Private Equity Groups, and/or management teams to obtain the highest multiples for your carwash.

I recently spoke to Tom Hoffman, Jr., CEO of Hoffman Car Wash and Hoffman Development Corporation in upstate New York. He estimates there to be at least 100 value drivers in a typical carwash. However, he mentioned the following:

- ❖ Building the unlimited wash membership and maximizing sales through multiple profit centers
- ❖ Creating “curb appeal” by investing in landscaping, signage, and exterior beautification projects
- ❖ Investing in high quality, high tech and durable equipment
- ❖ Automation wherever possible
- ❖ Making your customer experience easy, friendly, safe and fast
- ❖ Creating a commitment to the highest standard of customer service

- ❖ Building a seasoned, loyal, incentive-based management team that views their occupation as a career not just a job
- ❖ Building a brand in your local community.

One of the foundational elements in Exit Planning is having strong value drivers. These drivers increase the look and feel of the business to the buyers. Using Exit Planning to build this value can help a carwash operator position himself to maximize the value of his wash.

One of the biggest mistakes a young carwash operator can make is to think of Exit Planning only in terms of what happens in an involuntary exit like a premature death, critical illness or disability. Although preparing for these unforeseen events is an important element in a good Exit Plan, addressing the Exit Planning process early in one’s career will positively affect the value of the business, its cash flow, and ultimately the operational performance of the business. ■

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**NRCC ...** continued from page 16.

This attendee favorite includes a succulent array of hors d’oeuvres that will make you rethink your dinner plans, and an assortment of beverages to wet your whistle after a long day of education and walking the show floor. It’s a great opportunity to meet and mingle with fellow attendees and vendors in an intimate setting.

## About the NRCC

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# 21 Tough Questions to Foster An Excellent Customer Experience

By JoAnna Brandi

“Delivering a great customer experience” has become imperative in business. Competition is tougher than ever and the “customer experience,” for most all of the companies I work for is a top strategic objective.

Of course, that makes sense. When customers have great experiences with your carwash they are more likely to buy more, more willing to tell others and act as referral sources. This makes doing business easier and your bottom line more robust. An increase of only 5 percent in your profitable customers can drive 25-100 percent more profit to your bottom line.

These days I'm focusing more on helping clients remember that a customer's experience is usually only as good as the employee's experience. It's simplistic to say a happy employee = a happy customer. We know it's more complicated than that, but we can say that an engaged and happy employee who is focused on creating a great customer experience is significantly more likely to achieve it.

Happy workers are up to 31 percent more productive than unhappy ones and they are three times more creative. Happy salespeople sell 37 percent more, and companies with happy engaged people have happier more loyal customers – some estimates say up to 50 percent more loyalty! WOW! I'd like you to look within and ask some seriously tough questions about your internal environment to get you ready to improve the customer experience and build a more sustainable competitive advantage. It all starts with your people and the culture in your workplace!

In order for employees to provide the level of “caring” that customers want to experience, companies had better provide an engaging work experience that is rewarding, meaningful and fun (yes, fun!) to those responsible for consistently delivering remarkable customer care.

The bottom line: If you want to create more value in the marketplace, you must create more value in the workplace. If you're ready to make that leap, and you want to get the most and the best from your workforce take my 21 Tough Questions to your next leadership meeting to raise the workplace issues that need a value-boost. They'll also raise everyone's consciousness about what is and isn't working in your company culture. Are you ready?

1. Is the level of trust in our organization high or low? If low, how might we improve it?
2. How do we help individuals cultivate a feeling of pride in their work?
3. When we delegate responsibility, do we delegate authority along with it?

4. Is a participative process in place that encourages employees' input in matters that affect their future?
5. Knowing that creativity and innovation are critical in a competitive economy, is training and development an important part of our strategic plan?
6. What methods do we use to show people we appreciate them and their work?
7. What mechanisms are in place to reward the kinds of customer-caring behavior we want to see repeated?
8. Do employees really believe that open and honest communication on their part will not damage their careers here? Do they feel emotionally safe?
9. What are we doing to encourage people to constantly think about “continuous improvement?”
10. What flexible work practices are in place to accommodate workers' growing needs for family balance?
11. Are people able to use these options without fear of recrimination?
12. What are the five most important values in our organization? How are they demonstrated by our leadership and staff every day?
13. On a scale of 1-10, how much real, honest-to-goodness fun are people having in our organization? How happy are they at work?
14. What five things do we have in place to support wellness in our organization?
15. What are we doing to foster “emotional literacy” in our leadership team?
16. If we ask our employees to take risks, are we wholeheartedly accepting their failures (learning experiences) as well as their successes?
17. Do we really believe our employees are capable of being “fully empowered?” If not, what's missing?
18. Are there negative consequences when someone makes the decision to please the customer rather than please the boss?
19. Have we changed our corporate definitions of success to encompass non-monetary things like happiness, job satisfaction and individual growth? If so, how do we measure it?
20. Have we recently surveyed the staff to find out how they really feel about working here, and whether or not they really have what they need to take “exquisite” care of our customers?
21. Many changes have occurred over the past few years, both reactive and proactive; what are we

*Continued on page 24 ...*

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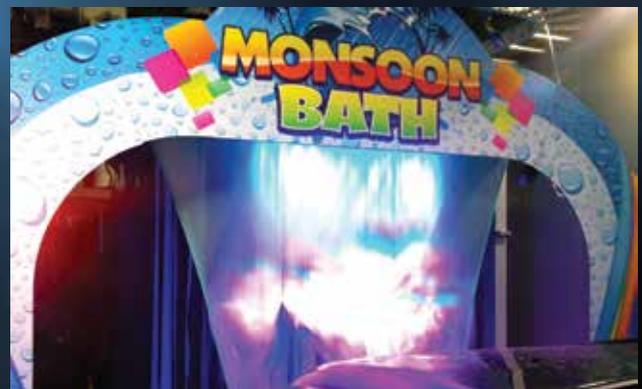
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# Smart Wash: Smart Idea

By Gary Sokoloski

If only we could control our carwashes from anywhere there is an Internet connection; the possibilities could be endless. My friends, this day is close at hand. With all the recent developments in Internet-controlled switches, outlets and sensors it is almost like being there. We have the ability to turn devices on and off and to get feedback from sensors that will let us know when a problem arises before it becomes an issue. We are at the point where if you can imagine it, a developer is up to the challenge to make it a reality.

One of the most beneficial uses for Internet-controlled devices would be the switch or outlet. These devices basically do the same thing. They turn something on and then can turn something off. Imagine the ability to turn on the open sign when the site personnel forget to or to shut off the light they leave on without having to drive to the wash. The possibilities are limitless like being able to cycle power on the vacuum cleaner or vending machine to reset it, or having the control to turn the pay station off and then restart it. Your security alarm goes off and you can turn on all the interior lights to scare off the intruder from the comfort of your easy chair. Take a minute to think of all the items at your wash

and if they could be controlled remotely, how that would make your business and quality of life so much better. It is almost like being there.

Now, imagine the insight and control that you would have if just about any system you have could let you know what is going on without being there. The same technology that is used for the Internet-controlled switches and outlets is available for relays and sensors.

If you installed a moisture-sensing puck in the overflow pan for that pump station it would alert you if the tank was overflowing. Then you could turn the water inlet solenoid off to the tank to stop the leak without having to make a service call. You could then put the bay "out of service" light on and turn the pay station off. Imagine that!

The same type of control could be achieved with a leak detector on your incoming water supply. If the wash is closed and now water is flowing somewhere it shouldn't be, there could be a control valve to shut the water off. This would be particularly useful if it was somewhere that is typically wet where a moisture puck would not be practical.

Putting a pressure sensor on your air compressor so if

*Continued on page 24 ...*

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## Dealing with Damage ... *continued from page 22.*

an air line blows at 2 am on that cold winter night you would be alerted that the air pressure was low, and you could turn that compressor off, so it doesn't run all night long and risk burning it out would be amazing.

Having a sensor that would not only let you know if the temperature dropped below normal, but then also have the ability to cycle the power on that heater to re-start it – just imagine. Instead of trying to explain to a site attendant where that circuit breaker is or risking them turning the wrong thing on or off, it could all be controlled safely and remotely from someone who is qualified, but not necessarily on site.

These are the cutting-edge controls and devices of the present, not the future. The possibilities are as limitless as the devices we wish to control. Many of these items can interface with your security or camera system giving you the ability to see what you are controlling from anywhere you have an Internet connection. ■

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



Gary Sokoloski

## JoAnna's Gems ... *continued from page 20.*

doing to support the people who are upset by the changes? What system do we have in place to help people through the change process?

And here is one more question to shake things up at your next leadership meeting:

If the most important factor in gaining a customer's loyalty is the "customer experience" – their perception of the value they received – what are we doing to coach our team to the highest level of skill necessary to consistently create that branded experience?

Contrary to what many believe, the challenge of leadership is to ask the right questions rather than have the right answers. My 21 Tough Questions should give you a good start. Remember, if you want to create more value in the marketplace, you must create more value in the workplace. Go to it! ■

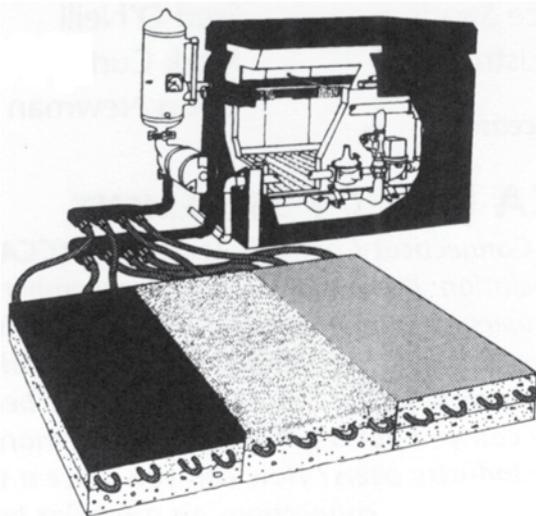
*JoAnna Brandi is the author of "54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World." You can learn more from JoAnna at [Joanna@returnonhappiness.com](mailto:Joanna@returnonhappiness.com) or visit [www.ReturnOnHappiness.com](http://www.ReturnOnHappiness.com)*



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# How to Make your Microfiber Last Longer

By Valerie Sweeney

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

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

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

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

Another way to damage a microfiber towel is to clog the

fibers with wax or fabric softener.

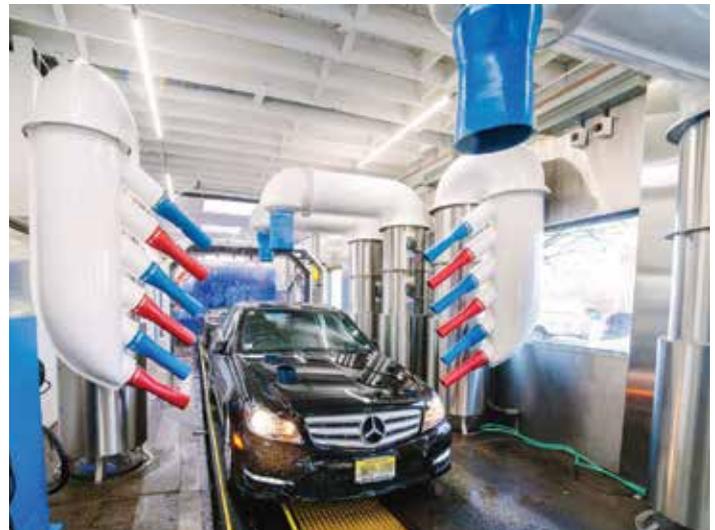
Technically, microfiber towels can be used right out of the package. You do not need to break them in to help with their absorbency. I do suggest, however, washing them once before use, if possible. Just as with any textile, some fibers may have settled back down on the cloth during manufacturing, so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

## Follow Washing Directions!

Microfibers have very specific washing instructions, so make sure to follow the instructions on the tag or the package. Microfibers should be washed on a cool/low setting, with the water temperature never exceeding 105 degrees Fahrenheit.

Microfiber should be washed with regular detergent, but never with fabric softener or bleach. Even if the cloth was used with window cleaner, a separate washing detergent needs to be added to the wash. Soap is what holds the dirt and removes it from the towel. Without soap, the dirt will go back onto the cloth. Bleach is not recommended to use on a

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microfiber, because just like terry it will shorten the life span of the towel (and it could also ruin the color). Fabric softener will clog the fibers of the towel, and render it ineffective.

Microfiber towels need to be either air dried, put in an extractor, or dried on the coolest setting (permanent press or air fluff). You need to allow time for the dryer to cool off if the last load was hot (which it normally is). Because microfiber is made of polyester and nylon, high heat will cause melting, which will close the wedge shaped fibers.

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

### Energy Savings

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

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



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# King Cold and Changes at the Wash

By Doug Rieck

As you are reading this in late September, the joys of summer are long gone. The sun is setting much sooner and thoughts of winter have entered our minds. There are a scant few months of grace and then the cold and snow return. The question on all of our minds is how cold and how much snow will the winter of 2019 bare? More importantly, though, for our profession is whether it will be a good winter for car-washing. So many variables go into that last thought. We all have snatched defeat from the jaws of victory with a sudden weather change.

Late July (as I write this column) is way too early to speculate on the winter weather, but it is fun to do so anyway. Down at the shore we are still waiting to finish the hurricane season as what happens with that can affect our winter, as well as my mental well being. I have emotional scar tissue regarding hurricanes in or near New Jersey.

My favorite long-range meteorologist has been giving hints that involve a very cold winter. So far, it seems that we are entering into a mild El Niño for the winter but just today the winter forecast came out and the prediction is a wet and cold winter for the Northeast that will come in early and stay the course. His map was showing a significant snowfall increase for us. It sounds like a perfect formula for dirty, salty cars. The reality is, we will find out as it happens. Right now it is late summer and extremely rainy. Customers are, as always, shy about washing with rain in the forecast. (Silly people, rain does not wash dirt off cars, that is our job!)

What is real for me is that last year I was caught unprepared and surprised at the intensity of the cold. At my house, it was the first winter in more than 30 years that I had any dock pilings lifted by ice. On the mainland at the washes, I also had issues. None were game stoppers, but all were preventable, annoying and time consuming.

Our coastal winters tend to be more temperate because of the ocean acting as a moderator, but we can have some periods of a real winter, and that happened this past year. Cold creates problems that washes in cold areas, such as upstate New York, are designed and built to handle more easily. We can get down to 10 degrees and negative figure wind chills, but it is not the norm on the Jersey shore.

This summer, in an attempt to be proactive, I started on a long list of weather-related fixes. I added a second Infrared Tube Heater at my conveyor wash, a new tankless water heater at another location and a new floor heat heater at another. In addition, I had weeks of a carpenter making inside and outside building improvements. I still have many more projects to finish up prior to Thanksgiving, which is traditionally when I turn my floor heat on.

## Changes at the Wash

This year has been one of change and improvement at my conveyor. Right now I know that I am putting out a cleaner, dryer and shinier car than I ever have before. The customer experience has improved with the addition of colored LED lights, good LED interior lighting, and a smooth, quiet customer wash experience. This is a result of a multitude of changes ranging from new brush media (Neoglide) to selectively replacing some equipment. About 10-12 years ago I replaced a mitter with a top brush. I loved it. I thought that was ideal. Wrong. This summer I replaced the mitter with a second Top Brush. Wow, what a difference! I'll listen to arguments that a different mitter with new cloth would also have done a better job, perhaps, but, why bother? A top brush is simpler, cleans better and looks better to customers riding through the tunnel.

Another advantage is the tunnel just seems more open and inviting without a mitter hanging down. I thought for years that the cloth strips from a mitter would help clean side windows. At best that is a weak argument. A good set of wrap-arounds is the answer and a better answer is two sets of wraps. That is part of why I'm getting cleaner cars – two sets of wraps.

In the beginning of carwash time, Filament Top brushes were great. Then when they were converted to use cloth, they became evil, ill tempered beasts. The base problem was water weight, which would change every car. The advent of foam wash media, better mechanical designs and new, quieter designs have made all the difference – great cleaning and ease of use. The only remaining issue is that of pickup truck beds. That is solved by more sophisticated controllers and height sensors. I have run an unattended inbay automatic with a foam top brush for more than 10 years. That equipment controller and sensors work great. Properly controlled brushes just profile the car and do not dive into truck beds. One of the reasons I added the new controller at the conveyor was to get this height profiling.

My other important change was a new tire shine machine. I had one of the original tire shiners, which had served me well, but for too many years has been outperformed in operating cost and application performance by the newer rotating brush machines, which also have sophisticated PLC's running them. Customers love shiny tires and it makes a nice upgrade and package item. Our choice is simple. If we want the sale, do it by hand with labor, do it properly with an automatic machine, or do it by machine poorly with greater expense and hand touch ups. I came to my senses, spent some money, and upgraded.

Last summer I had been looking at my tunnel, and not liking what I saw. The prior winter I was on a family trip heading home from Disney on I-95 in Virginia when at a

*Continued on page 30 ...*

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

WaWa gas stop I saw an Express Wash sign next door. I had very vocal objections from my 12- and 13-year-old children in the back seat, but we went over to investigate. I found a short conveyor wash in a converted self-service bay. We paid at the Auto Sentry, there was a lot of lights, foam and activity. My daughter was impressed and thought it was nicer than ours. Bad sign. I got out and inspected the car, which was white, and prior to the wash very dirty and bug encrusted. After looking at my clean, dry and shiny car, I realized this mini tunnel was doing a better job than my 95-foot tunnel.

My first thought was to replace a lot of equipment, basically everything between the rinse arch and the presoak arch. That would not have been wrong, and would have been faster and easier. But my choice was to replace as needed and overhaul and improve. I talked with my equipment distributor, got some ideas and got started. The process has been arduous but rewarding on many levels, but a much longer process than I imagined.

Here is a quick summary: New LED tunnel lights, LED color service lights, a new set of wheel brushes, a new top brush, a new tire shiner, new Neoglide for the brushes and a new set of top blowers and a new WBC controller to run the wash. An

overhauled reclaim system with new pumps and pipes was next. In addition, there were many new parts and weeks of service tech time replacing and repairing. Much work has been done on rain days and at night, with a few closed sunny days. We are not there completely, but very close.

To add even more fun at the same location while we have been doing this we have also put in new Laundromat equipment, installed a new credit card system for the self-service bays, installed new bay coin boxes, inbay dryers and added additional bay services.

Because there is no clear transition point, there has been no "WOW" moment for customers. They like the changes, my numbers are up, quality is up, cars are cleaner, and most importantly there is a better customer experience. My employees are also happier and feel more pride, and so do I. ■

*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*



Doug Rieck

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# You Have To “Splain” It To Them

By Perry Powel

Recently while working with a new client, he began to shuttle a number of proposed facility signs at me for my perusal, before going to production. This was for a new facility and the owner was new to this business model.

While reviewing the drawings, I found them to be an odd collection. Each

one was cool, but something was amiss.

It is a great practice, for any owner, to look at what he is proposing to the public (signage or otherwise) and determine if the “uneducated” carwashing public will understand what they are seeing. It reminds me of a story in the Book of Acts, in the Bible. A man is read-

ing scripture but he does not understand what he reads. A disciple arrives on the scene and explains what he fails to understand and he becomes a convert. Too often, however, we as people inside the industry forget that our knowledge of carwashing came at a price and that others have not trod where we have to gain the insights we have acquired.

We have to “splain” it to them.

Often, the signs proposed may be fragmented and varied in their presentation to the public and do not deliver a cohesive marketing message. This kind of sales messaging leaves one with a forgettable experience. A rule to live by: make signs so simple that no “splaining” is necessary.

The owner and I got to work and over the next two weeks we developed a series of graphics which sent a clear message to the consumer.

Here are some of the details we paid attention to as we worked through the process.

## Color

Make sure you select colors that are consistent across all signs from the street to the building to the tunnel. By choosing a color theme, we were able to give the customer a “feeling” which we were trying to convey.

## Keep It Simple – Stupid! (KISS)

Good sign design considers how the human interacts with the signs and the context in which the sign is seen and read. Too often in this industry signs are over burdened with graphics that fill every space and do not give the reader any assistance in reading the sign. We in the sign industry call this a “no read” sign.

As we worked on this project, we began to reduce the proliferation of images on each sign to what became an extremely impactful and cohesive series of signs.

## Too Much Copying

One of the unfortunate things about this industry is that there is too much

*Continued on page 35 ...*

The advertisement for HANNA THE GLEAM MACHINE! features a blue and yellow color scheme. At the top left, the word "HANNA" is written in white on a blue background. To the right, "THE GLEAM MACHINE!" is written in large, bold, blue letters on a yellow background. Below this header are four photographs showing different stages of the car wash process: a car being washed by brushes, a car with its headlights on in a tunnel, a car being polished by a large brush, and a car being dried by a large brush.

The **Gleam Machine** is an extra service revenue generating system that is located after the blowers in the conveyor wash system. The system utilizes a special water absorbent material that also polishes the vehicle while it removes the remaining water droplets providing hand dried quality without the labor.

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*Dear Venus and Mars,*

*Moving into the busy winter washing season, what do you do in the fall to prepare for increased volumes?*



Heather Ashley

### Venus Says

Every Fall my husband Mike and I look forward to getting ready for the cooler and more profitable months. We are always eager to put away the lawn mowers and ready ourselves for our busiest time of year. It is just like at Christmas time, you make a list and check it twice.

Some of the things on our list include having enough soap and supplies in stock to last us through the winter and early spring. It seems to be easier to have enough than to receive a big delivery in the middle of a cold snap or falling weather. As we all know, sometimes weird things happen and it seems to always be on a weekend. It is really nice to have that extra on hand.

We check hoses and fittings, nozzles and handles, as well as lights and bulbs. It is also very important to check weep/blowdown systems for proper operation and we sometimes recheck them after the cold hits.

We also try to prepare the outside of our wash for winter. Being here in the Northeast, it is very important to check your automatic doors and HEAT! We also start looking into our snow removal plan, equipment and ice melt and all of those great things you need to keep the lots clean and safe for everyone.

On another note, we also check the security camera angles. Don't forget, 'tis the season for wannabe slip and fall payouts and break ins! Camera footage is crucial to deterring and prosecuting those types of incidents.

We also feel that remote on-site weather stations are a great help. Stations not only allow you to remotely see actual temperature and falling weather at your location, but connect you to the community. You can get some free advertising if you connect your station with websites like Accu-weather or other weather-related sites. Everytime a person's forecast appears, it shows nearby weather station locations and will keep your name top of mind! ■

### Mars Says

There is always something to do in a carwash tunnel when it comes to maintenance. The change of seasons always brings with it new challenges. However, the winter is by far the most challenging of all with the harsh conditions we experience here in the Northeast. Not being prepared can be costly if you are down on a busy winter wash day.

I have always used the time between Halloween and Thanksgiving as my winter preparation time. I want to have my tunnel ready for any winter challenge by Thanksgiving. This gives you roughly a month to take care of all that needs to be done and there is always plenty!

One of the most obvious things you will need in the winter is your tunnel heat. I can't tell you how many times I hear of someone in a carwash not turning their heat on until they need it. These heaters are not like your household heating system that is probably tucked away nicely in your attic or basement. Tunnel heat is constantly being exposed to the worst elements. For pretty much eight months these units are hanging in your tunnel not being used. So, it's pretty rare that come the fall they are just going to fire up. Typically, some type of repair is going to be necessary such as a gas valve, fan motor or thermostat.

The conveyer system is the heartbeat of any carwash. Without a healthy conveyer washing cars can be very difficult. Winter prep includes checking your chain for weak links. Usually before and after the rollers is where the chain wears the fastest. If the chain is showing significant wear than replacing it is usually the best option. The rollers also take a lot of abuse on a daily basis. Check for loose wheels and worn out plastic. Missing just one roller on your conveyer can cost you volume on a peak day. Always have spare rollers on hand in case one breaks unexpectedly.

Of course, you want to make sure all of your equipment



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 East Northport, NY, and is the President of Urban Avenue Carwash Distributors and Consulting. You can reach Paul at iwashcars@optonline.net.*

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

## Mars ... continued

is in optimal working order. All bearings, air valves and oil reservoirs should be working. Replace any missing cloth or foam on wraps, top brushes etc. This is also a good time to replace any worn out water and hydraulic hoses. The last thing you want on a busy day is a blown hose, it could shut you down for the entire day.

During this time, you should also be stocking up on ice melt. I usually order a whole season's supply just to be sure I never run out. If I have any left over at the end of the winter we just store it and use it next year.

If you rely on someone to do snow removal now is the time to secure someone. If you do it yourself than be sure your plow truck is working properly. One other thing that often gets overlooked is employee uniforms. What do you give your employees to wear during the cold winter months? We give our staff sweatshirts and jackets to keep them warm and looking good during the cold months. You will definitely want to get your order in at this time as it could take upwards of a month to produce.

The winter can be your most profitable season, but without the proper preparation things can go bad fast. But if you take the necessary steps you should have a great washing season. ■

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

copying. Whatever happened to diversification and differentiation as a method to beat the competitors? BE ORIGINAL!

All too often, I hear, "Well, all my competitors are doing it." Create a different image and set of guiding principles to present your wash to the public.

### Be Consistent in Messaging

Make sure that each sign relates to the whole image you wish to create for the customer. The theme, sign messages and graphics, should all work together. Such consistency, correctly delivered, creates branding that is distinct and unique to your business.

There is an old saying, "You never get a second chance to make a first impression." Do a good job of delivering an exceptional customer experience as they test the waters with your business and they will leave with a great level of satisfaction. It is what keeps them coming back. ■

*Perry Powell is a carwash consultant. He specializes in Sign Design and construction, business model changes, management methods and sales processes using Neuro-Marketing. He can be reached at 817/307-6484 or [perry@perry-powell.com](mailto:perry@perry-powell.com) or [www.perry-powell.com](http://www.perry-powell.com)*



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**PRESIDENT’S COLUMN**

2018 has proven to be filled with change and growth! We continue to welcome new members who are joining the Carwash Association of Pennsylvania (CAP) to benefit from our organization’s network, support and industry knowledge. Our members have been faced with some unique challenges over the years, and we love having the opportunity to be able to help them work through them while building a stronger business!

Additionally, CAP has planned several events for 2018 to bring our members together. In June, we hosted our annual dinner and tabletop show at the Hollywood Casino in Grantville. Carwash operators and vendors from across the Commonwealth showed up for a great evening of networking and education. Our featured speaker, Jack Oakley of Ryko Solutions, spoke about the emerging trends in the carwash industry and how carwash professionals can capitalize on these trends to grow their businesses.

Even if you missed our June dinner, the good news is that we always have more opportunities to get involved with CAP! On Tuesday, August 21, CAP hosted a baseball outing in Pittsburgh where we saw the Pirates take on the Atlanta Braves. A great time was had by all! But if a baseball outing doesn’t fit your schedule or interests, consider joining us on Thursday, September 27, in Carlisle, for the annual CAP Golf Outing. The day includes golf, lunch and some really nice prizes this year, including a raffle for a Cobra Driver, Taylormade putter and autographed framed photos! It’s also a great way to spend some quality time with other carwash professionals. For more information about any of our upcoming events or membership, visit us at [www.pacarwash.org](http://www.pacarwash.org) or email [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org).

Most importantly, I want to say how grateful I am to be a part of the community of carwash professionals, in Pennsylvania and beyond. Let’s continue to work together to support each other, grow our businesses and make the remainder of 2018 one of our best years yet!



President, Carwash Association of Pennsylvania

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## PRESIDENT'S COLUMN

*I'm going to call this column, "A few good men (or women) need apply!" If you've served on a board recently you know how hard it is to find a few good men and women to take the time to serve and give back. Everyone is so busy. No one has the time. No one has the desire. No one sees the benefits. Well, let me tell you, there are a lot of them when serving on the CCA board!*

*When I first started out as a Connecticut Carwash Association (CCA) board member I wasn't quite sure what to expect, either, but after one meeting it was clear to me that getting involved was the right thing to do, and the smart thing to do from an operator's perspective.*

*Over nearly the last decade, I have made lasting friendships while serving on the board. I can call these guys (and our Treasurer Allison Shackett) my friends and colleagues. When I have a question, when I need a part, when something just doesn't make sense to me or I want another perspective, my answers are only a text or call away.*

*As you all know, if you've been reading my column, the board has been battling the unfair tax imposed on us some four years ago. Prior to that time, we were also working hard to protect our membership by working closely with our Lobbyist P.J. Cimini on a number of other issues. He keeps an eye out for our best interests in Hartford and he is incredibly well known and respected. He is priceless.*

*The board now meets quarterly to make sure every effort is being made to get that tax removed. We also hold periodic conference calls and put on membership meetings, an annual golf event and a carwash tour to keep all of our members on the cutting edge. Does all of that sound like it's worth \$300 a year? You bet it does!*

*Does it sound like something you'd like to learn more about and possibly become more involved with? We are always looking for new board members or those willing to help out on a committee or with a specific task. Come out and join us at a board meeting, our treat, and see what we have to offer. I hope you like what you see and learn. Contact our Executive Director, Suzanne Stansbury, at 800/287-6604 to get our next meeting date and location.*

*And remember, as Elizabeth Andrew once said, "Volunteers do not necessarily have the time; they just have the heart."*



*Bob Rossini*

Bob Rossini  
CCA President

## CONNECTICUT CARWASH ASSOCIATION

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### CCA MISSION STATEMENT

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

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



# Make Your Voice Heard: Vote!

By P.J. Cimini

This fall Connecticut will hold elections for state-wide constitutional offices (Governor, Lt. Governor, Secretary of the State, Attorney General, State Comptroller and State Treasurer) as well as the entire State Senate and State House of Representatives. In addition, at the Federal level this year in Connecticut, there will be one U.S. Senate seat and all five Congressional seats holding elections.

In this critically important political and policy year for the state, it's more important than ever to stay engaged in public affairs and public policy and the Connecticut Carwash Association (CCA) is here to support your efforts to learn more and help you get more engaged.

Despite all the political spin and heated debate that you may hear, the public policy decisions made by our elected officials could greatly impact our industry and our State. It is your voice, involvement and vote that matter most during this time. It's imperative that everyone take part in the Democratic process by getting involved and voting in the upcoming state and federal elections.

## Get Informed

It's very important to stay informed of the issues. Here are some important ways to stay informed:

- **Know who your state legislators are:** Go to the Connecticut General Assembly ([www.cga.ct.gov/asp/menu/cgafindleg.asp](http://www.cga.ct.gov/asp/menu/cgafindleg.asp)) website and plug in your address and information to identify your State Senator and State Representatives.
- **Find out who your Federal Congressional representative is:** Go to the United States of Representatives website ([www.house.gov/representatives/find-your-representative](http://www.house.gov/representatives/find-your-representative)) and put in your address.
- **Know how to get in touch with your state Legislators:** Be sure to go on the Connecticut General Assembly website ([www.cga.ct.gov](http://www.cga.ct.gov)) to access emails of current Legislators and a quick on-line search will help you find candidate websites with contact information.
- **Know how to get in touch with your Federal Congressional representative:** Go to the U.S. House Directory ([www.house.gov/representatives](http://www.house.gov/representatives)) and find their contact information.
- **Identify and stay on top of the issues that we care about:** Stay current with the Connecticut Carwash Association and the policy issues that we are following.

## Get Involved

This may be hard to believe, but as a local constituent,

you enjoy more persuasive ability to influence an elected public official in Connecticut than anyone. Why? Because you have the home field advantage. You vote.

Thanks to our Democratic process, elected lawmakers serve at the pleasure of the voters. It is not only your right, but your duty to stay engaged and stay in touch with our public officials in Connecticut. That is why it is critically important for you to stay informed about CT Carwash Association issues that impact your business and your life that are being debated at the State Capitol in Hartford.

## Register to Vote

Connecticut has made it easier to register to vote and participate in the political process. First, be sure you are registered to vote and if not, please go to your local City or Town Hall to register or go on the web to register online.

To register online, go to [www.voterregistration.ct.gov](http://www.voterregistration.ct.gov) and fill out the required information. To register online you must have a current and valid driver's license, learner's permit or non-driver photo identification card issued by the CT Department of Motor Vehicles (DMV) and a signature on file with DMV.

Second, if you're not going to be out of town on election day, please be sure to request an absentee ballot in advance, so you can vote by mail.

Finally, be sure to vote early in person if you can. It's always a good thing to plan to vote early to ensure you can have your vote registered and recorded. Polls are open in Connecticut from 6 am to 8 pm on election day.

## Talk with Candidates

If you have a chance to speak with candidates for State Senator, State Representative, state-wide office or Congress, here's a few basic principles you should follow to be effective:

- **Be factual:** Use specific facts and figures. You do not want to mislead the candidate or confuse them.
- **Keep it short and to the point:** Time is valuable, whether it's an email, letter or a meeting. Be sure to state clearly your position and keep it to the main issue only.
- **Be personal:** Explain how the issue affects you, your family and/or your company.
- **Provide a solution:** Candidates hate complainers. Raise the problem but include the solution.
- **Be courteous:** If you disagree with the candidates' positions or views, do not threaten or argue. Instead, agree to disagree. That way you are more likely to earn the respect of your candidate and keep an open dialogue going forward.

*Continued on page 42...*

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- **Be a listener:** Listen to the candidate and what he or she says. By listening, you will gain valuable insight into his or her thinking. You may learn how to better communicate with them in the future.
- **Don't forget about the CCA:** Your association can assist you by providing you with key messages, and offering strategic advice. Don't forget to keep CCA in the loop by providing feedback after the meeting.

### Other Ways to Get Involved

- **Attend town hall meetings or public events where the candidates are present:** A town hall is where you, in person, can make your actual voice heard, in front of your local and state politicians who can do something about it. A quick check on the web will usually help identify a schedule of Town Hall meetings or local events on their website or news outlets.
- **Work with others to mobilize more people to support our issues:** You are impactful and can make a difference, but imagine what happens when you join with others? Get a group together to do any of the above things and our cause will be magnified.
- **Join a Campaign:** If you find a local or state-wide

candidate who represents your views and if it's someone you want to see in your community, contact their office and get involved in the campaign! Maybe they'll have you stuff mailers or put up signs or some other boring task, but the boring tasks is often what gets stuff done.

- **Volunteer at a Headquarters or Online:** All candidates will have a local headquarters as well as the state and local parties as well and they are just waiting for your time and energy. They WANT and NEED your help, so it's not that hard to find. If you'd rather stay at home, you can most likely take part in digital activism: Sending newsletters or text messages or organizing online campaigns.
- **Attend Events and Rallies:** Always make sure you're safe and lawful and attend local events in your area. There are always political talks and events going on nearby.

### Make a Difference

It's critically important that every citizen understand not only the impact of the political process on their lives but the influence they can exert on the course of politics. The decisions made by officeholders at all levels of government in Connecticut will greatly affect them. To be sure, political engagement is multi-faceted, and there are many ways to express your political preference, but elections and voting matter.

The prevailing perception is that officeholders don't pay attention to their constituents, but the truth is much the opposite. But every August and every November, like clockwork, you get to decide the direction of your community, your state, and your country.

November 6 is Election Day in Connecticut. Remember to do more than vote. Get informed, get involved and make a difference. ■

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



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# Reno Breathes New Life Into CT Auto Spa

By Alan M. Petrillo

CT Auto Spa owners Tunji Somma and Ken Gallup, both new to the carwash industry, have taken a site where a carwash has existed for 50 years, but which had been closed for four years, and turned the location into a successful carwash offering both carwash and detailing services.

"It used to be the Valley Car Wash, which closed in December of 2010," Somma said. "We took over the place in 2013, did a complete renovation and updated all the equipment and the site itself, reopening in October of 2014."

The renovated site has a 100-foot tunnel, two DRB pay stations, and two detailing bays.

"We offer convenience and speed for our customers," Somma pointed out. "We started our unlimited wash program in order to grow our customer base because we want to change the culture in the valley here from washing cars according to the weather, to washing cars more regularly."

CT Auto Spa's Basic wash is \$8 for an exterior wash and dry; Silver is \$10.75 which adds undercarriage wash and clear coat protectant; Gold is \$15.50, adding wheel blaster and triple foam polish; and Platinum is \$19.75, adding tire shine, vision clear and hot Carnauba wax. The unlimited carwash club monthly costs for those washes are \$18 for Basic (plus tax), \$27 for Silver, \$34 for gold, and \$47 for Platinum. Customers can upgrade at the pay station at any time.

Somma said that, "Put It in Neutral' is our motto, and we've had success with it, even making up tee shirts that customers buy. Everyone stays in their car as they go through the tunnel, and at the end, we have detailing available for them, as well as eight free vacuums. More than 90 percent of our customers use the free vacs and then get a carwash."

Detailing services at CT Auto Spa run \$199.99 for a full detailing, \$125 for an interior detail, \$125 for an exterior, \$30 for a carpet shampoo, \$30 for an express polish, and \$30 for a VIP Super Interior Clean.

## New to Carwashing

Both Somma and Gallup came from different industries to carwashing.

"I left investment banking and money managing, where I was for more than 10 years, and went into managing commercial property and serving as a General Contractor," Somma said. "Ken is a police officer who is coming up on retirement."

Somma continued, "It's been a huge learning curve for us in the carwash business, but we are fortunate to have Tom Fitzpatrick as our site manager because he has 20 years in the carwash business. He has helped improve our overall profitability, and is doing beneficial things to grow the business. He's a definite asset for us with his extensive background."

Somma noted that CT Auto Spa has 15 full-time and part-time employees.



Formerly Valley Car Wash, partners Tunji Somma and Ken Gallup renovated the wash and renamed it CT Auto Spa in 2014.

"We pool tips for our employees, and have a good reputation so we have never had to advertise to get good help," Somma said. "This is a family-owned business and our customers tell us they like supporting a local business owner, instead of a big carwash chain, like one of our competitors."

Somma said that in the first two years of CT Auto Spa's operation the owners spent a lot on print advertising, but they are switching to electronic advertising because it is less expensive and reaches a broader audience.

"We just put up a new website," he said, "and will coordinate the website more with social media. We run coupons for Ladies Wednesday specials, and do fundraisers, most recently to the Susan B. Komen Foundation and Dana Farber Hospital charities for cancer research."

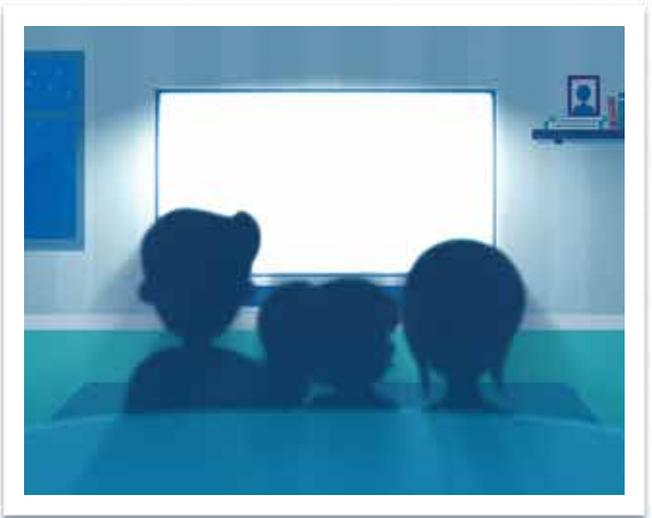
Somma said he and Gallup were looking at another carwash in the area that they could rebrand and turn into an express tunnel.

"Our 10-year plan is to acquire three to five more carwashes, renovate and rebrand them," he said. ■

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



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# Tour, Sonny's Analetto Brings out Big Numbers for Summer CCA Event

The Connecticut Carwash Association (CCA) toured three exceptional washes on June 5 and welcomed Sonny's Anthony Analetto as its featured speaker. Nearly 80 attended the one-day event at the Marriott Courtyard in Cromwell.

First up on the tour was Platinum Car Wash & Oil in Waterbury owned by Ryan Schmidt. The site has undergone some significant renovations recently and boasts the Belanger SpinLite® equipment serviced by AutoShine of New England. While at the site, AutoShine treated attendees to a fabulous ice cream truck equipped with a variety of flavors. Just the thing to kick off a great tour.

The wash features both exterior-only and full service washing as well as detailing and a lube.

Next up was a Personal Touch site in New Britain that was recently built. This site houses an express exterior tunnel, auto detailing and vacuuming and is owned by True Blue.

The final wash of the tour was another Personal Touch in Cromwell. This location features a Motor City express exte-

rior wash with DRB Pay Stations, Vacutech vacs and Simoniz chemical. There is also express detailing and a lube.

The evening's featured speaker, Anthony Analetto of Sonny's Car Wash Equipment Division in Tamarac, FL, featured a discussion on thinking out of the box and really having a grasp for what it costs to wash a car. Analetto, who oversees all operations, engineering and supply chain management for the company, shared his expertise and industry-wide knowledge with the group noting that both the East and West Coasts are a little behind the eight ball in embracing some of the new technology and wash models that can help cut labor and increase revenue. ■

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CCA President Bob Rossini (above), Speaker Anthony Analetto (right) and CCA Lobbyist P.J. Cimini (below).



## Platinum Car Wash & Oil in Waterbury

The first stop on the tour was Platinum Car Wash & Oil in Waterbury.

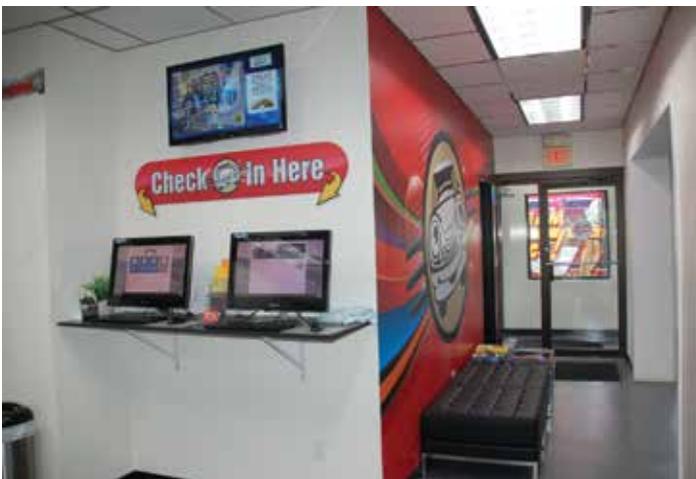




*This location has undergone a face lift and was ready to present to the full bus of attendees. It boasts Belanger SpinLite® equipment serviced by AutoShine of New England. In fact, AutoShine treated attendees to an ice cream truck to take the edge off (and the humidity) before heading out to another site. The wash is owned by Ryan Schmidt.*



*Yum! Thanks AutoShine!*



*More tour Photos on Pages 48-51!*

*Personal Touch, New Britain*



The second stop on the tour was Personal Touch in New Britain. This new site includes an express exterior tunnel, auto detailing and vacuuming and is owned by True Blue.



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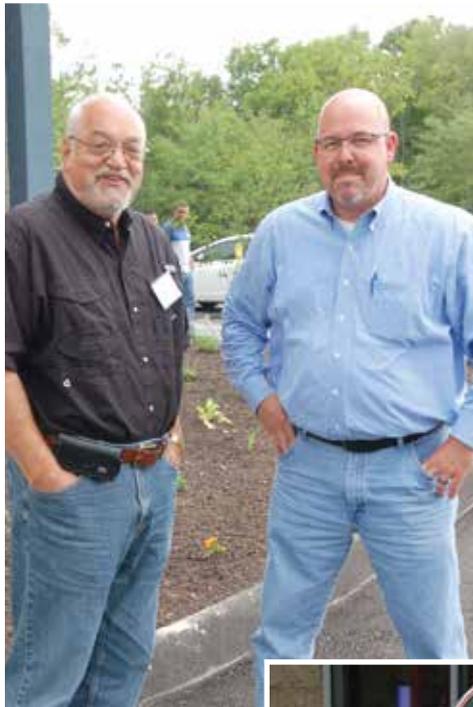


Personal Touch, Cromwell

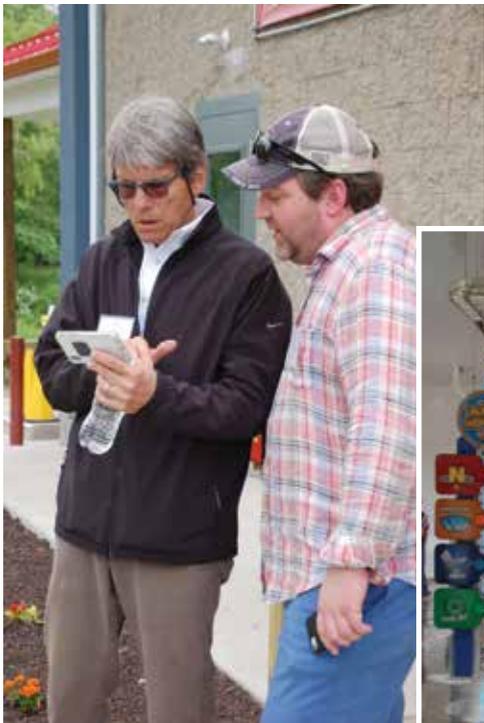


The final stop of the tour visited a second Personal Touch, this time in Cromwell, near the meeting site. This new express features a number of free vacs as well as detailing services and an unlimited wash program. It is also owned by True Blue.





Carwash Insurance Program by McNeil's Mike Benmoschè and 1852 Capital Management LLC's Steve Sause take a moment to pose for a picture.



Vacutech's Fred Grauer and Posh Wash's Chris Zona.





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**PRESIDENT’S COLUMN**

The fall carwash season is now here and your association is working on our agenda of activities for the coming year. First up is the Northeast Regional Carwash Convention (NRCC) in Atlantic City running from October 1-3. There are a lot of great reasons to drive on down and check it out. We as an association would like to suggest that you consider staying overnight and take in all the educational sessions. First up is the return of the Monday afternoon “Virtual” Carwash Tour hosted by Tom Hoffman, Jr. at 3:30 pm. Four innovative and outstanding carwashes will be featured. Last year we did this for the first time and got rave reviews and more than 200 attendees! It does not get easier or better to benchmark than this. There is no sitting on a stuffy tour bus all day to tour carwashes. Just show up at the convention center, sit with friends and enjoy the tour “virtually,” with light snacks as well as water and soda.

On Tuesday, we are again bringing back the well-received Early Bird panel discussion hosted by the NECA’s Bob Katseff at 7:30 am. This event is always a winner and includes a hearty breakfast. We then have a few more seminars, our award’s luncheon and the show floor opens at 1 pm.

The show floor always is great and the timing offers an opportunity to make last minute equipment purchases prior to the busy winter wash season. I live nearby so for many years when our children were younger my wife would bring them on Wednesday so that they can see what our industry is about and just how large it really is. Having the carwash show floor so close to us is a great opportunity to bring family or your managers.

I know that most of us in the CWONJ are from New Jersey, but I’d like to point out that Atlantic City has made a lot of changes for the better in the past few years. For example, this past June the old Taj Mahal reopened after a complete rebuild and makeover as the new Hard Rock Casino. Supposedly, they even built a carwash in town. The much newer Revel also had a makeover and new owners and just reopened as the Ocean Club. So, now if you come down for the NRCC show you can check out the new casinos and take in other great additions to Atlantic City. There really is a lot to offer.

**Tour Headed to PA**

This spring on our annual Bus Tour we had the opportunity to leave our state briefly to visit some exceptional washes in Pennsylvania – the newly opened Shammy Shine and the two year old Sparkle Carwash in Easton, PA, were two of the three sites we visited. We also toured a Shammy Shine site in Phillipsburg, NJ. Innovative Control Systems (ICS) hosted a tour of their production facility where we partook of a huge buffet lunch before heading out to Wind Gap, PA, to their headquarters where we were treated to an ice cream truck full of temptations before touring their expansive site!

I would like to thank everyone involved in making this tour a reality. A special thanks goes to Kevin Detrick from ICS and Sparkle Carwash, and Craig Stem from Shammy Shine Car Washes. A truly great day was had by our full bus of attendees!

I hope to see you in Atlantic City!



*Doug Rieck*

Doug Rieck  
CWONJ President

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# Car Wash Express Opens After Complete Renovation

By Alan M. Petrillo



*This is what the wash looked like before its transformation!*



*This site has transformed into an attractive, modern-looking wash with loads of curb appeal.*



*The flow to the tunnel is seamless.*

A pair of New Jersey paramedics with a background in the Laundromat business saw good potential in an under-maintained and outdated full-service carwash located across from a busy shopping plaza, did their research and due diligence, got an SBA (Small Business Administration) loan through Unity Bank and bought the place with an eye to renovating and reinventing the site.

Owners Abe Shapiro and Nissan Gelbwachs bought the building and three-acre property at 468 U.S. Route 9 in Bayville in December of 2017, and six months later had completely renovated the site and reopened the wash as an express exterior carwash. Shapiro and Gelbwachs converted two large shop spaces that flank the carwash in the center of the building into an automated Laundromat on one side, and an oil change/auto service/tire center on the other side.

"The previous carwash here had not been updated and was not maintained as well as it could have been," Shapiro said. "The structure itself was sound, but we had to rip out everything in the building, down to the studs. We redid most of the plumbing, all of the electrical, and added new Sonny's wash equipment through Marty Kineavy of Tri State Car Wash Sales."

The new express exterior wash, which features Simoniz solutions, is housed in a 100-foot tunnel, Shapiro points out, and is fronted by two covered kiosks using eGenuity software to handle tunnel transactions. At the exit end of the tunnel, Express Car Wash of Bayville has a 30-horse-

power Sonny's central vacuum system that powers a dozen free overhead boom vacuums.

Shapiro said that with their background in owning Laundromats, it made sense to convert one of the shop spaces that had been a bagel shop to a card-operated Laundromat.

"We wanted to provide customers with a clean space and bright environment," he observed.

At the other end of the building, Shapiro and Gelbwachs put in the auto service center that doubles as a detailing shop. Shapiro said that in addition to doing oil changes and lube work, the service center handles brake jobs, tire installations and light mechanical work.

The partners also are renovating the lobby of the building that sits between the carwash and the oil change bays.

"We want it to be more like a hotel lobby, with comfortable seating areas, to give customers a more high-end experience," Shapiro said.

Express Car Wash's price points for washes are \$5, \$10,

\$15 and \$20, Shapiro pointed out, while its Xpress Pass unlimited club membership runs \$20, \$35, \$50 and \$60 monthly, depending on the type of wash.

Shapiro said the previous carwash owners had been active in the community, and that he and Gelbwachs will continue with those activities, working with school athletic teams, a local Veterans chapter, and other charitable organizations.

“We are considering an idea of having a month dedicated to first responders and Veterans,” Shapiro noted. “We probably would do one week each for firefighters, law enforcement, EMS (emergency medical services), and Veterans where a portion of that week’s proceeds would go toward supporting them.”

As new operators, Shapiro said that they want to see how well the express exterior model with free vacuums works in their demographic area, where the prior carwash had been full service. But he’s confident that it will work well. Then he and Gelbwachs will turn their attention to a five-acre property they have down the road where they are planning to erect an express exterior tunnel, a mega Laundromat and an oil change facility.

“We focused our time and energy on our first one,” Shapiro said, “and want to understand the carwash business well before we do the next one.” ■

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

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# Shammy Shine Opens 15<sup>TH</sup> Location

By Alan M. Petrillo

Shammy Shine, a carwash enterprise home-based in Milford, NJ, has opened its 15th carwash location, at 2640 Kingston Rd., in Easton, PA. Shammy Shine's carwashes are located between central and western New Jersey and Pennsylvania's Lehigh Valley.

Tom Halford, Shammy Shine's operations manager and son-in-law to owner Craig Stem, said the new location is the 11th express carwash that Shammy Shine owns.

"It's a 110-foot tunnel where customers stay in the vehicle, and at the end of the wash, we have a bank of 18 free vacuums," Halford said. "We're fortunate to be located in the Northwood Center in Palmer Township on the Route 248 corridor, so we're calling it the Northwood Shammy Shine.

"Nearby are a gas station, CVS pharmacy, hair stylist, Moe's Southwest Grill, Target, Wal-Mart, Wegman's and Starbucks," noted Halford. "And across the street from us is the last 11 acres of undeveloped commercial land around."

Halford pointed out that Shammy Shine has a number of washes within five miles of each other in the area, so that "with so many locations, an unlimited wash club and free vacuums are a no-brainer for us. It's really an unbeatable option for the customer."

Halford noted that Shammy Shine's unlimited customers can use any location at any time through its ICS automated teller machines.

"All of our Pennsylvania locations have free vacuums," Halford said, and only a couple of our New Jersey sites still have metered vacuums."

He added that the Easton facility is the first property



*This eco-friendly site opened in July and is owned by Craig Stem.*

that Shammy Shine has leased, as it owns the properties under all its other locations.

"We couldn't find a property to buy, so we went to the lease, but had to get a variance for the carwash," he said. "Palmer Township had issues with neighboring farmers whose crops were getting flooded because of runoff from the big box development area. They told us we had to solve that problem in order to get the variance."

Halford said his engineer came up with the idea to install an underground rain water system, popular in drought areas, to collect roof and parking lot runoff, hold it, then pump it into the reclaim system as needed for use in the wash.

"Eighty percent of the rain runoff gets trapped by our CulTec equipment underground tank system," he said. "It then gets pumped into the Con-Serv water treatment system, where the water is cleaned and separated from any oils or dirt. The system is a 40 x 40-foot holding field below ground, designed to hold a 100-year storm runoff. In the unlikely event that it takes in more water than it can handle, there is an overflow valve that would allow water to filter back into the ground water."

Halford said that, "Typically we are not required to go to these kinds of lengths to get a variance, but this was unique to the area we were trying to build in, so we undertook it. We received the stamp of approval from the Conservation District of Pennsylvania. And when there isn't any water available from the underground system, we use city water, and all used water then goes into our normal reclaim system."

Shammy Shine has one full-service carwash and quick lube, an express exterior wash and quick lube, a site with only self service bays, a location with one inbay automatic and self service bays, and a 100-foot express exterior tunnel and five self-service bays, all in its New Jersey locations. Most buildings are on one-acre sites.

In Pennsylvania it has six locations that feature 110-foot express exterior tunnels, dual pay stations, and 16 free vacuums.

"The 110-foot express exterior tunnel is our bread and butter carwash that we continue to build," Halford pointed



*The site features local stone to set it apart and add an eye-catching look to its exterior.*



out. "With it we know our labor, expenses and how well it will work for us."

He noted that at the Eaton location Shabby Shine has the right of first refusal on an acre property next to the carwash. "If we get that acre, we could tie the properties together and put up a quick lube or self-service bays next to the wash," he said, "although the self-service bay business is not as strong as it was in the past."

All of Shabby Shines' express locations are open from 7 am to 7 pm, seven days a week. An express wash runs \$8, a Silver wash is \$14, and Gold is \$16 for spring and summer. In fall and winter, in addition to those options, it offers a Salt Buster undercarriage express wash for \$10.

Shabby Shine's unlimited carwash program has been a big success for the business, Halford said. The unlimited club has a monthly charge of \$21.99 for a basic wash, \$29.99 for its Supreme wash, and \$39.99 for its Unlimited Shine. He noted that the company recently added the higher priced option to the unlimited plan and were surprised at the number of people signing up for the top option.

"By adding a third option to our Unlimited Club, we didn't have to raise prices on the basic and supreme options," he said, "and our monthly ticket price on unlimited member-

ship has still gone up, even without raising prices on the two lower options. Of course, a customer always has the option to upgrade at the gate."

Shabby Shine has a lot of fleet accounts, Halford said. "ICS set it up so they receive the same tag as a wash club member, but they are billed per wash on a net 30 days basis," he noted. "We wash a lot of municipal vehicles, including local, regional and state police, township vehicles, rental car facilities, and auto dealerships, which use fleet credit cards. Fleet accounts are a pretty big side of the business for us, along with our unlimited wash club."

Halford observed that he believes there are two big trends developing in the last five years in the carwash industry: automated gates that incorporate unlimited carwash services, and free vacuums. "Also, as far as equipment and soap go, they have improved greatly, so there are very few incidents with vehicles," he said. "The technology has helped a lot." ■

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

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# CWONJ Wash Tour Heads to PA

The Carwash Operators of New Jersey (CWONJ) headed west to tour a site just outside of Pennsylvania and two in the state on Tuesday, June 12. The full bus load of attendees got to experience a lot of innovation that day, according to CWONJ President Doug Rieck. "Every site we visited provided our attendees with something new and innovative to see," he said. "Our annual wash tour is a great opportunity to keep thinking out of the box and trying new things based on what other operators are doing"

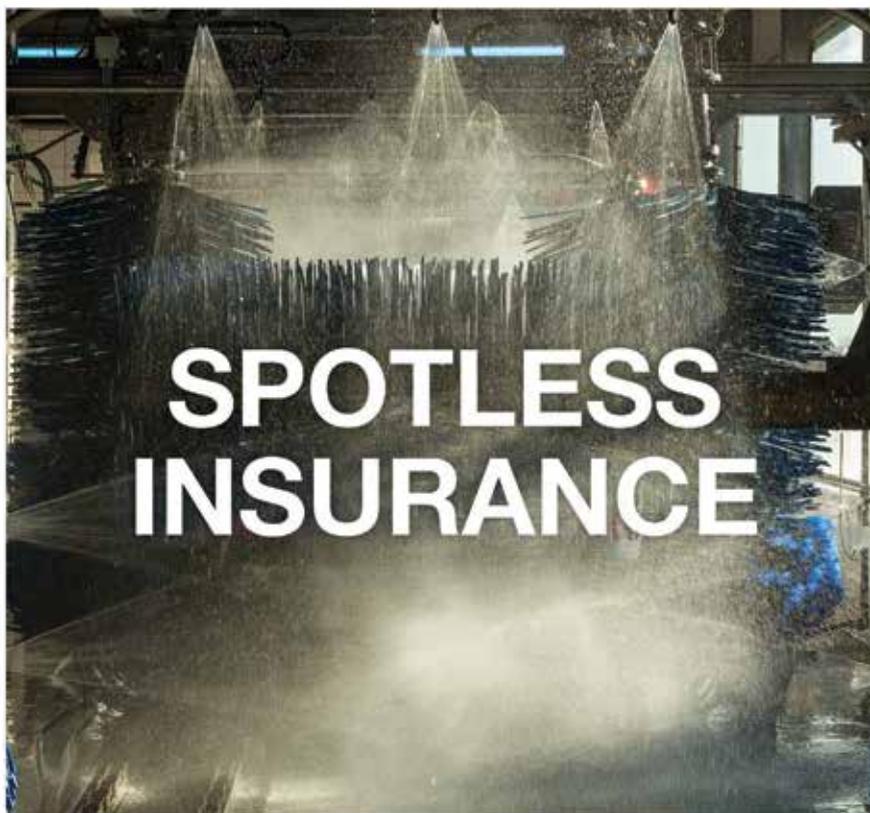
The first stop was a Shabby Shine location in Phillipsburg, NJ, owned by Craig Stem. The express wash & lube opened in 2014. This short-sale property received a gut renovation and features a 110-foot tunnel, ICS auto gates, 14 free vacs and a two-bay Quaker State branded lube. The site also houses some of the company's parts storage and is centrally located between the company's 15 locations in New Jersey and Pennsylvania.

The next stop was to a Shabby Shine still under construction but with

lots to see. This site in Easton, PA, is a total site development with a 3,000 square foot building with many "green" features, an express wash with a 120-foot tunnel, a Con-Serv rain recycling system, 16 free vacs, ICS Auto Gates, Hanna & Sonny's equipment and Zep and Simoniz chemicals. Owner Craig Stem guesstimates the site will open in less than 60 days.

Next on the tour was the two-year-old Sparkle Car Wash, also in Easton. This ground-up state-of-the-art express exterior is owned by Innovative Control Systems' founder and carwash owner Kevin Detrick. Through repeatable quality and automation the wash can handle 115 cars an hour with no hand prepping. It also adapts its blowers to run at different speeds based on the type of vehicle it is drying and includes vehicle profiling arches that scan the size and shape of the vehicle allowing a more precise targeting of water and soap. The company also operates a wash in Stroudsburg that adds self-service washing to its service options.

The group was then treated to an extensive barbecue buffet lunch at ICS's Production Facility at Fox Hill, also in Easton, and then a tour of its headquarters in Wind Gap, PA. The cherry on the day was an ice cream truck the company had on site to cool everyone off after a long day of touring. ■



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The CWONJ's spring carwash tour included three exceptional washes, a BBQ lunch compliments of Innovative Control Systems and a tour of their production facility and headquarters.



Walter Escobar  
and Mario Mendoza  
of Xtreme Clean  
Auto Spa.



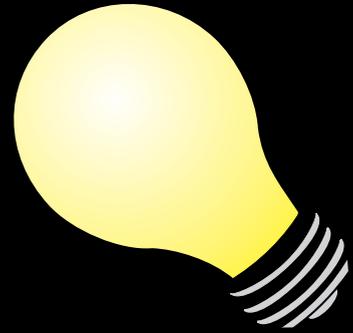
Sponsors included Bus Tour Sponsors Simoniz USA and Sonny's; Lunch Sponsor ICS; Event Sponsor Vacutech and Snack Sponsor the *Northeast Carwasher* magazine.



While at the headquarters, ICS provided an ice cream truck to attendees to huge accolades!



Continued on page 62 ...



*WashIdeas.com*  
with Perry Powell

**The Car Wash Industry's  
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Are Talking!**  
**Are "YOU" Listening?**



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**Shammy Shine, Phillipsburg, NJ**

*This Shammy Shine in Phillipsburg, NJ, is an express model that opened in 2014. It was a short sale property that received a gut renovation and features a 110-foot tunnel, ICS auto gates, 14 free vacs and a two-bay Quaker State branded lube.*



**Shammy Shine, Easton, PA**



*The 120-foot tunnel opened for business in July in Palmer Township off Route 248 in Easton, PA. It boasts a 3,000-square-foot building, a Con-Serv rain recycling system, 16 free vacs, ICS auto gates, Hanna and Sonny's equipment and Zip and Simoniz chemicals.*



*Shammy Shine owner Craig Stem noted that he has the first right of refusal to an acre parcel of land adjacent to the wash.*

*New York state operators Andrew Kleeschulte and Gary Baright made the trip to check out the outstanding sites on the tour.*

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*Sparkle Car Wash, Easton, PA*



*This groundup state-of-the-art express exterior opened in 2016. It can wash 115 cars an hour with no hand prepping. It also features blowers that run at different speeds based on the type of vehicle it is drying and includes vehicle profiling arches that scan the size and shape of the vehicle allowing a more precise targeting of water and soap. It is owned by Kevin Detrick.*





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\* Financing and instant decisions subject to credit parameters.

## PRESIDENT'S COLUMN

*This issue will appear in late September, skipping over the summer as though it wasn't worth mentioning. Maybe that's so. We have had a record number of hot days, periods of no rain (and lots of carwashing) followed by periods of record rainfall, 9" in nine days, (very little carwashing), threats of flooding, torrential rain and winds gusts. It's been anything but calm. If your equipment is well maintained and your staff is well trained, and you are ready for the good days when they come, you are probably having a pretty good year.*

*So, how was the Mid-Atlantic Carwash Association's (MCA) first cruise on the Delaware River from Wilmington to the Delaware Memorial Bridge? It was fun, the food was tasty and abundant, and our good friend Mike Benmosche talked about safety issues in the carwash. Mike has a way of making these discussions interesting. In fact, no one left early. I think we all learned something. Thanks, Mike!*

*This fall, our MCA meetings will come after the Northeast Regional Carwash Convention (NRCC), which is October 1-3. On October 17, we will gather at the Chesapeake Bay Foundation headquarters near Annapolis, MD. This is a fascinating building, on the shores of the water, built of recycled pickle barrels and barn lumber. We will combine our Wash to Save the Bay, our 6th year contribution, with a celebration of WashTrends magazine covers. We hope you can make it. Sign up at [mccarwash.org](http://mccarwash.org)*

*In November, we are returning to Charlottesville, VA, to tour washes and get together. That will be Wednesday, November 28, at the Boar's Head Inn. Check the MCA website for more details.*

*On a more somber note, I am sure you have heard about the Annapolis Capital-Gazette shootings. Sadly, Wendi Winters was one of the victims. Wendi was a member of the Next Wave Group/Bay Media team and the lead writer for WashTrends magazine. She will be deeply missed.*

*See you in Atlantic City, Annapolis and Charlottesville. Don't miss these great opportunities!*



*Dave DuGoff*

Dave DuGoff  
MCA President



[www.mccarwash.org/  
wash-to-save-the-bay](http://www.mccarwash.org/wash-to-save-the-bay)



## MCA BOARD OF DIRECTORS

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Sean Larkin

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

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

# All-Star Game Celebrates Medal of Honor Recipients

The 89th All-Star Game at Nationals Park resulted in an 8 to 6 win for the American League over the National League on July 17. Prior to the game, however, 29 recipients of the prestigious U.S. Medal of Honor lined the first- and third-base lines at Nationals Park representing one of the largest gatherings of Medal of Honor recipients in history. These 29 Medal of Honor recipients, part of a military appreciation campaign centered around All-Star Week, received roaring applause from the 43,000-plus fans in attendance, including MCA President Dave DuGoff and his family. "It really was pretty awesome, in a way that word used to mean before it became overused," said Dave DuGoff. "I had no idea there were that many (Medal of Honor) recipients. It was very inspiring." ■



### *A Family Affair at the Ballpark*

*L to R: Helen Behr and wife Eva DuGoff, and Dave and Ben DuGoff take in the All Star Game at Nationals Park July 17.*

## UPCOMING EVENTS

OCTOBER 1-3

29<sup>TH</sup> NRCC



Atlantic City Convention Center, Atlantic City, NJ  
[nrccshow.com](http://nrccshow.com) • 800/868-8590

OCTOBER 17

Chesapeake Bay Foundation, Annapolis, MD

NOVEMBER 28

Boar's Head Resort, Charlottesville, VA

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

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# MCA Boards the Riverboat Queen

The May 23 Mid-Atlantic Carwash Association (MCA) membership meeting was held aboard the Riverboat Queen in Wilmington, DE, after a tour of the Go Green and Clean Car Wash in nearby Kennett Square, PA.

Attendees then assembled for a sunset cruise along the Wilmington Riverfront. Following a barbeque buffet dinner, Mike Benmoschè, National Carwash Program Manager for Carwash Insurance Program by McNeil & Co., Cortland, NY, led a discussion on Carwash Safety. ■



*The MCA boarded the Riverboat Queen in May for a great membership meeting.*



*Sean Larkin of Westminster Car Wash & Detailing.*



*Featured speaker Mike Benmoschè of Carwash Insurance Program by McNeil.*



*Stuart Hammerschmidt of Shore Chemical.*



*Ben and Dave Dugoff of College Park Car Wash.*



## PRESIDENT'S COLUMN

*Over the summer, a couple of important things happened, the most exciting one being the New England Carwash Association (NECA) has taken another major step toward fulfilling its mission: We connect car wash professionals to promote and protect our industry.*

*In an effort to build positive public relations around the carwashing industry, and to counter negative stereotypes, the NECA retained Kure Creative to produce a series of short videos covering topics such as "Common Car Washing Myths," and "Environmental Benefits of The Professional Car Wash."*

*It's easy to become a social media guru these days. As a result, self-proclaimed "experts," a wave of bloggers and influencers, have portrayed our industry through stereotypes not backed by the facts. Fortunately, science and research support us, and by using a professional production team, we can rebalance the information available to consumers.*

*Board members review the scripts and storyboards, and shooting began during the summer. We are confident these videos will help to raise consumer awareness and dispel some negative myths.*

*Combined with a powerful message, video is a compelling medium for informing consumers about the positive aspects of the carwash industry. These videos will be available for NECA members to use on their social media platforms.*

*Another challenge, which is equally concerning to every carwash operator and small business in Massachusetts, is the upcoming increase in the minimum wage. We have different opinions about it, however, we can all agree our payroll expenses are about to increase 40 percent over the next four years. We have until the end of the year to figure out what to do. Is it panic time? I don't think so, but I think our businesses will look much different in 2022. I see more automation, less labor, less personal service and potentially higher prices.*

*In an earlier President's Column, I spoke about asking your suppliers what new revenue-generating services, deals and ideas they could suggest.*

- ❖ *Create your own manager specials to boost revenue.*
- ❖ *Find ways to improve your social media presence and on-line reviews. (Plan to attend the November 13 NECA dinner and program for expert advice.)*
- ❖ *And the big one – re-evaluate any controllable expenses.*

*I know we are all busy, but we need to prepare and plan for wage increases. Stay focused on what it takes to be a successful professional carwash operator. Get involved. Ask other operators how they plan to handle the situation. Reach out to NECA Board members. Ask how you can help guide the industry.*

### Upcoming Events

*The NECA hosts its annual golf tournament on September 25, at Brookmeadow Country Club in Canton, MA. The event is a great way to network, whether you spend the day golfing or just come for dinner. And, it is not just a good time. Proceeds will benefit Lovin' Spoonfuls Food Rescue, as well as our NECA Scholarship Program.*

*The Northeast Regional Carwash Convention (NRCC) is scheduled in Atlantic City, NJ, from October 1-3. This big convention is a great opportunity to expand your network, and learn and get ideas on how to handle difficult situations.*

*Continued on next page ...*

## OFFICERS

### President - Dom Previte III

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617/625-9027 fax: 617/625-3309 dom@seeyoushine.com

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### Immediate Past President - Dave Ellard

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### Darold Evans - Sandwich Car Wash

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### Kevin McLoughlin - White Water Car Wash & Detail Center

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### Matt Unger - Atlas Water Solutions

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## ASSOCIATION OFFICES

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781/245-7400 fax: 781/245-6487  
info@newenglandcarwash.org www.newenglandcarwash.org

### Executive Director: Sherri L. Oken, CAE

Management Company: The Association Advantage LLC  
solutions@TheAssociationAdvantage.net  
www.TheAssociationAdvantage.net

# Congratulations to The 2018 Scholarship Winners!



Andrew Siemering, whose Dad is a partner in Soapy's Car Wash in Hudson, NH, will be attending the University of New Hampshire in Durham. He plans to study finance or accounting.



Eisley Depina, whose mother works for ScrubaDub, will attend Bridgewater State University in Bridgewater, MA. He is the first in his family to attend college.



Amanda Lindley, whose Dad works for Harrell's Car Wash Systems, will pursue environmental studies at The University of Vermont in Burlington.



## President's Column ... continued

*This year's Keynote speaker, Jay Rifenburg, is a West Point grad who will speak on core values and accountability. He hails from upstate New York and will be motivational and inspirational!*

*There will also be more than 300 exhibits and lots of great educational programming so don't miss out on this great opportunity to learn and grow your business!*

*The NECA's Fall Dinner meeting on November 13, at the Crown Plaza in Woburn, MA, will address a hot topic, "Creating and Managing Your Online Identity." Reputations take years to build and review sites can tear them down in seconds! The digital world is the new Wild West, but you can tame it to your advantage. Bring your staff to help them understand what it means when a customer has an issue that snowballs into a much larger one because someone did or said the wrong thing. More details and registration is available on the NECA website at [newenglandcarwash.org](http://newenglandcarwash.org).*

*I look forward to seeing you at these events.*



Dom Previte III  
New England Carwash Association President



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# Common Issues with Water Softeners

By Matthew Unger

Water softeners are the most abundant treatment technology used in carwashes today, and proper maintenance and being able to identify problems is crucial to extend the useful life of your softener system and provide the quality water your soaps need to thrive.

We all know softeners turn hard water soft by exchanging hard scaling cations (positive charge ions) such as calcium (Ca<sup>2+</sup>), magnesium (Mg<sup>2+</sup>) with soft cations such as sodium (Na<sup>+</sup>) or potassium (K<sup>+</sup>) using thousands of tough spherical beads made from styrene cross-linked with divinylbenzene. This ion exchange is necessary for the softener to function correctly and when this exchange is not occurring, your system is no better than a 50 micron sediment filter. So here is how I determine there's an issue:

- Purchase a hardness test kit/strips and test before and after your softener unit. Your water is soft if the results indicate less than 3 grains of hardness.
- Know what your foam and soaps are supposed to look like. If your soaps are not overdosing, and your softener stops functioning, you should see a clear difference in foam volume and soap bubbles.
- If you have not added salt to your brine tank in months, and the carwash has been open and busy, your system may not be using salt which usually indicates a problem.

Okay, so you have an issue, here's what to do first:

- Check to make sure your softener system is plugged into a live outlet. These units need power to control and perform their function.

- Check to make sure you have salt in the brine tank. NO SALT = NO SOFT WATER. It's a good idea to check and add salt weekly. You should maintain a salt level of 30-75 percent of the total brine tank volume.

- For those of you who have not needed to add salt, check to make sure you do not have a salt bridge. This occurs when the salt at the bottom of your brine tank dissolves and the salt at the top clumps together forming a bridge. This creates an illusion of salt in your brine tank though you are not creating brine. Break this bridge up using a pole or hammer, and add more salt.

Now that you've verified power and added salt, let's try initiating a regeneration. Before you do, it's important to let your salt soak. The water in the brine tank needs up to four hours or longer, depending on temperature, to allow dissociation of the salt and to produce brine. Perform a regeneration with a weak dose of brine and you will have low system capacity that will show with hard water leakage, prior to the next regeneration.

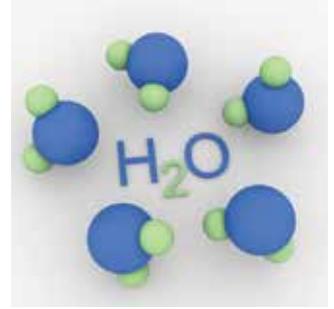
This is why it's also important your system is sized correctly. If your system is undersized and regenerating multiple times per day, then the salt never has a chance to dissolve between regenerations. This creates a repeating cycle of soft water, right after a regeneration and hard water for a period of time before the regeneration.

If you do not know how to initiate a regeneration, find your manual and it should give you a step-by-step process. Depending on the manufacturer, type of head unit and current program your system should backwash for 8-12 minutes, rinsing out sediment particles, broken cation beads and fluff the resin up for the 8-10 minute brine rinse that commonly happens next. Using a venturi, the softener head will pull the entire volume of brine from your tank and rinse the resin with a high dosage of sodium ions, which expels the hardness minerals and recharges the resin back into its sodium form. Once the brine rinse is complete, your system will go into one or two 8-10 minute rinse cycles and refill the brine tank.

After the regeneration, if you are still experiencing a problem...

- You may have an issue with the venturi which can get plugged from a small rock or debris that ended up in your brine tank.

- The mechanical valve head may need service. The valve heads typically have a piston that is used to change the flow of water for the different cycles. Without maintenance, these pistons are a common failure in many softener heads.



## Did you know ...

**72%** of operators plan to purchase or launch another carwash within the next 12 months?

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- Your controller may be messed up or not correctly set up. Regeneration times, flow restrictors and metered regenerations should all be determined based upon current water conditions at its installed location.

- On metered heads, the water metering function needs repair. This will allow you to manually regenerate your system but the issue is it does not happen automatically.

- Your ion exchange resin is shot. If you're not sure, you can have it tested or just replace it. From years of use, it has taken a beating and needs to be tossed. Resin can last seven-10 years or longer based on the water quality. At locations where the water has high levels of iron or organics, the resin will become fouled quickly and lose its capacity. This happens because the typical salt regeneration is not strong enough to expel the iron from the resin. If this is your wash, here's what you can do: put an iron filter in front of your softener to protect the resin, use a much higher salt dosage of 10-15lbs/cuft, use a resin cleaner additive on a regular basis or plan to replace your resin on a more frequent basis.

Water softeners are great when functioning and can be a real asset to your carwash. They reduce soap usage saving you money, help prevent clogged nozzles, minimize water staining and reduce other plumbing issues. Take care of your water softener and it will pay you back. And remember: any water can be cleaned, and clean water makes clean cars. ■

*Matt Unger is with Atlas High Purity Solutions in Braintree, MA. He can be reached at 617/678-8881 or [munger@atlashighpurity.com](mailto:munger@atlashighpurity.com). For additional information visit [www.atlashighpurity.com](http://www.atlashighpurity.com)*

## TREASURER'S REPORT

New England Carwash Association, Inc.

January - June 2018

### Income

Interest Income.....	\$1,188.59
Meetings.....	\$27,160.00
Member Services.....	\$1,933.74
Membership.....	\$15,800.00
NRCC.....	\$30,023.98
Scholarship.....	\$3,964.90

**Total Income..... \$80,071.21**

### Expenses

Advertising and Promotions.....	\$-
Board Expenses.....	\$2,136.92
Charitable Contribution*.....	\$5,400.00
Insurance.....	\$758.00
Management Services.....	\$19,867.32
Meetings.....	\$17,194.68
Member Services.....	\$443.70
Membership.....	\$260.89
Office Expense.....	\$1,987.38
Professional Expense.....	\$1,525.00
Scholarship.....	\$3,000.00
Tax.....	\$36.01

**Total Expenses..... \$52,609.90**

**Net Income..... \$27,461.31**

### Cash Balances

Citizen's Bank Savings.....	\$89,473.13
Citizens Checking.....	\$95,908.36
TIAFF (EverBank) CDs.....	\$103,998.86

**Total Checking / Savings.....\$289,380.35**

\* \$5400 donated to NEADS in early 2018 from NECA 2017 Golf Outing.

## Bring your team to NECA's Fall Dinner and Program **Creating and Managing Your Online Identity**

**Tuesday, November 13, 2018**

**Crowne Plaza, Woburn (newly renovated)**

**5:30-9:00 p.m.**



**The digital world is the new Wild West,  
but you can tame it to your advantage.**

**Our panel of experts,  
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- use analytics to develop business
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**NECA's Fall Dinner & Program will feature  
lively networking, a delicious dinner and a  
panel presentation. Register on the NECA  
website: [www.newenglandcarwash.org](http://www.newenglandcarwash.org)**



# A Look Back at the NECA 2018 Table Top Show



What a day! While our exhibitors set up back at the beautiful Hogan Center at The College of the Holy Cross in Worcester, the sun was shining as two busloads of “tourists” visited four terrific facilities in Springfield, MA. Lunch was a generous buffet thanks to DRB Systems Inc.

## 2018 Tour Sites

- ❖ Balise Columbus Avenue Car Wash, Springfield: This gated flex serve features Sonny’s equipment in a 130-foot tunnel; 10 free vacuum stations; a nine bay, customized express and full-service detail center and DRB pay stations.
- ❖ Golden Nozzle, Springfield: This gated offline features a Sonny’s full serve with detail center; Fast Pass lane with DRB XPT and an attendant lane; DRB Car Pics and After Care Pics, as well as Simoniz products with a Lava Shield arch.
- ❖ Balise Riverdale Car Wash, Springfield: This new, gated flex serve features Belanger Spin-lite equipment, a 130 foot tunnel; 14 free vacuum stations; a nine bay Vacutech express and full-service detail center and DRB pay stations.
- ❖ Personal Touch Car Wash, Springfield: This wash featured a customized express and full-service detail center.

Of course, we wouldn’t have a show without the support of so many terrific exhibiting companies. Connie Burton and Aaron Smith judged the exhibits. In addition to exhibits, the event featured food at the opening reception, a dinner buffet and desserts; drawings for prizes offered by exhibitors; and an exhibit rep raffle.

## Exhibit Award Winners

**Best in Show:** AutoShine of New England was judged most effective in presenting and marketing products, services and the company in general.

**Most Eye-Catching Display:** Wipe On Wipe Off captured everyone’s attention by demonstrating what containers of products can do. A full line of auto and marine detailing products including Auto Magic, Ardex, Meguiar’s, Rupes, GTechniq was on display.

**Most Responsive to Show Theme:** Autowash Maintenance Corp. was the best at showcasing how the variety of products and services displayed can help customers become more competitive as the largest stocking supplier of parts, cleaning solutions, and carwash equipment in New England. ■



*AutoShine of New England was voted “Best in Show.”*



*“Most Responsive to Show Theme” winner was Autowash Maintenance Corp.*



*Wipe On Wipe Off won the “Most Eye-Catching Display” award.*

For more information on these vendors contact the NECA office at 781/245-6487.

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# NECA 2017 Golf Outing Supported Pups Have Arrived at NEADS!



Each New England Carwash Association (NECA) Golf Outing benefits a non-profit organization chosen by the association's Board of Directors. As a result of the 2017 event,

\$5,400 was donated to NEADS, a nationwide American nonprofit program that provides trained service dogs to deaf and disabled Americans. The NECA's donation will be used to train two new puppies which the association had the privilege of naming. Both receive their initial training at the Laura J. Niles Early Learning Center (ELC) on the NEADS campus in Princeton, MA.

Dusty (left) was born on March 29, 2018. While Dusty is on the campus, the puppy program staff will continue with her obedience training and socialization. Between lessons, Dusty will have plenty of

time to play with the other puppies, both inside and outside, in the fenced in play area. Sandy (right), who just arrived at the Center, was born on April 24, 2018. During the summer, all the puppies enjoyed outside playtime in a fenced-in play area equipped with fun toys and equipment for the puppies to explore. Should there be an inclement day, the ELC inside playroom has lots of interactive toys.



## Update on our 2016 Outing Sponsored Puppies

Snowy, (left) shown wearing her service dog cape, is all grown up. She has completed her course and has been matched with Lillian as a Service Dog for a Child.

NEADS Service Dogs for Children are partnered with children with Autism or other developmental disabilities. Lillian and her mother are on the campus for facility-based training through July 31. During that training, Lillian and her mother learned how to work



with Snowy, under the supervision of NEADS Senior Trainers. Lillian and Service Dog Snowy are candidates for the fall graduation, November 4, from 2-4 PM at Montachusett Regional Vocational Technical School in Fitchburg, MA.

This past spring, Storm developed a medical issue that, although not serious, would be too difficult for a potential client to care for and maintain. Storm will be placed as a pet, and we know that she will be a wonderful companion for her new family.

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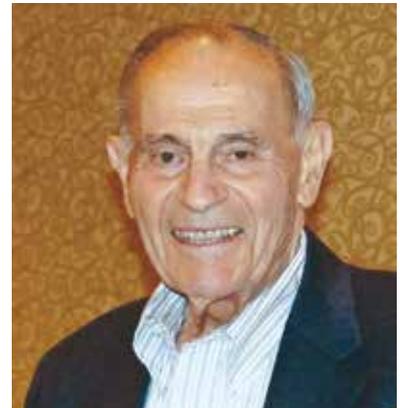
To learn more visit [www.NEADS.org](http://www.NEADS.org)

# Scholarship Named in Tom Rando's Memory

Tom Rando passed away in his home, surrounded by family, on May 7, 2018, at the age of 90. In lieu of flowers, the family asked that expressions of sympathy be made in his memory to the NECA Scholarship Program. To date, many donations have been collected.

At the June 5 Board meeting, the board voted to name one \$1,000 scholarship each year as the Thomas Rando Memorial Scholarship. Tom was a very special person, much respected and loved in the industry, whose memory will live on in support of young people seeking further education.

Tom, also known as Randy, opened his first carwash in Watertown, MA, and for more than 54 years, he owned and operated Randy's Car Wash in Watertown, Waltham, Medford and Melrose. Tom had a passion for the carwash business and was a mentor to many in the industry, always there to lend a helping hand. He was an innovator and established the first exterior carwash in Massachusetts.



Tom Rando

Tom was a founding member and President of the New England Carwash Association and an International Carwash Association board member. ■

To contribute to the Thomas Rando Memorial Scholarship Fund contact the NECA office at 781/245-7400.

## Remembering Tom...

*Tom was as solid as the Rock of Gibraltar - you could always trust him. He exuded confidence, calm, integrity, intelligence, generosity, kindness and selflessness. Tom was a mentor. Our doors were always open for all to see how we wash cars and run our business. He was an inclusive businessman who would often share ideas, extra parts or spare motors. I think the most important thing about Tom was that he LOVED CARWASHING. He enjoyed everything about it. Tom relished the challenge of solving problems and taught himself how to fix anything and everything. He was very involved in the carwash industry - being a founding member of The New England Carwash Association and a board member of the International Carwash Association. Tom encouraged me to also be helpful and to share our ideas and goals for the betterment of all carwash operators. As his manager and son-in-law, he took me under his wing, continuing what he had begun 54 years ago, to be as he was, the best that I could be! Tom will be greatly missed by all who knew him and benefited from his extensive knowledge and expertise.*

- Ron Bousquet



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**PRESIDENT’S COLUMN**

*It has been a busy summer for the New York State Car Wash Association (NYSCWA). As I write this column summer is winding down and that means the Northeast Regional Carwash Convention (NRCC) is just around the corner. Once again, the work that goes into the educational seminars and trade show by the volunteers from the five associations that make up the NRCC never ceases to amaze me. I have had the privilege of working with these individuals for more than 20 years, and I can say they are some of the most dedicated, devoted and professional people I have ever worked known. Each year we strive to set the bar higher and deliver a product that is worthy of the suppliers, manufacturers and operators’ time and money. Each year the show grows in size and continues to deliver educational seminars on the cutting edge of what our industry has to offer. If you haven’t attended an NRCC, you have done yourself and your operation a disservice.*

**Legislative Battle Continues**

*On a more local note, the NYSCWA for the last several months has continued to work with our lobbyist, Bill Crowell, to voice our opposition to the current proposed Department of Labor (DOL) regulations regarding “call in/call out” pay and the elimination of the tip credit. There has been significant pressure applied by the NYSCWA, as well as other small business, to take these proposals off the table. The DOL has been noticeably quite on moving both of these proposed regulations, I believe, due in part to the strong outcry of the NYSCWA and other small business, like the Business Council of New York State. We see the real negative impact these regulations will have on the businesses forced to comply with these regulations and the negative impact it will have on the employees who work in these businesses. The Department of Labor has continued to refuse our request for meetings to discuss their proposals, and have not provided any explanation of how they arrived at the conclusion that these regulations will have “no impact to small businesses.”*

*Hundreds of protestors across the state, many of whom are employees of the targeted businesses, have made their opinions known that they do not want or need these regulations. They recognize what some of our elected officials don’t realize that these regulations are job killers and will further reduce the number of entry-level positions, important jobs that introduce young employees to the workforce or students looking for some extra money for college. The “piling on” of these regulations, on top of the increases in minimum wage, will only speed the process of operators choosing to automate or get out of the business all together.*

*I want to thank those members of the NYSCWA who have supported our position, visited Legislators, written letters and articles, testified at hearings across the state and donated to our Political Action Fund (PAC). Your efforts have helped to keep us in this fight. But we’re not done yet. We will continue to need your support to make sure that these regulations are not implemented and become another reason why small businesses struggle to stay afloat in New York state. If you have not joined the NYSCWA, please consider becoming a member and donating to our PAC fund that helps us support our lobbying efforts and those legislators who support the mission of small businesses across the state.*

*And make sure you register to attend the 2018 NRCC!  
See you in AC!*



Walter Hartl  
NYSCWA President

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| Tom Hoffman Jr. | Steve Knightes            |
|                 | Mark Kubarek              |

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# New York State Car Wash Association Profit and Loss



January - June, 2018  
Income

Meetings Income.....	7,775.00
Membership Dues.....	15,001.00
Northeast Convention Income.....	30,023.98
PAC Contributions.....	1,100.00
Vendor Sponsorships.....	1,900.00

**Total Income.....\$55,799.98**

**Gross Profit.....\$55,799.98**

**Expenses**

Advertising/Promotional.....	97.20
Bank Service Charges.....	20.00
Board of Directors Expenses.....	363.96
Director Fees.....	10,500.00
Dues & Subscriptions.....	2,475.00
Insurance Expense.....	779.00
Legislative Expense.....	50.00
Legislative Fees.....	8,000.00
Meetings Expenses.....	8,749.07
NRCC.....	137.50
Office Expenses.....	1,023.06
Postage Expense.....	334.08
Printing/Graphics.....	239.00
QuickBooks Payments Fees.....	535.21
Telephone.....	104.90
Travel.....	88.51

**Total Expenses.....\$33,496.49**

**Net Operating Income.....\$22,303.49**

**Net Income.....\$22,303.49**

Checking Account Balance.....	\$68,839.59
PAC Balance.....	\$13,581.75
Money Market Balance.....	\$59,513.59

**TOTAL CASH ON HAND.....\$141,934.93**

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# Hambletonian Auto Spa Is Destination for Shopping, Carwashing, Detailing & More!



By Alan M. Petrillo

Hambletonian Auto Spa in Chester, NY, has a fine reputation as a full-service carwash, detailing center and auto services facility, but what attracts an entirely different level of customer through its doors is the carwash's 1,500-square foot gift shop.

Owners Lauren and Tim Somers purchased the one-and-half-acre property at 1 Bryle Place in Chester in 2012, and two years later had constructed a 12,000-square foot building that houses a 130-foot carwash tunnel, four express oil change bays, a four-bay detailing center, a tire dealership, a New York State inspection station and four-bay service facility, in addition to the gift shop, which also serves as a reception area and pay station.

Lauren Somers calls the gift shop "a mini Macy's," citing the array of items sold in the shop.

"We have a huge variety of goods in a very small space," she noted. "We have a men's section, women's section, chil-

dren's section, bridal area, lamps, handbags, jewelry, glassware, serving pieces, picture frames, gift wrap and bags, puzzles, and a dozen different lines of greeting cards."

She pointed out that there was no gift shop in the area when she and her husband built the facility.

"It was my idea to put in the gift shop," she said, "so it became part of our original plan. The nearest gift shops to us are eight miles away in Middletown and Monroe."

Lauren Somers said that people come to Hambletonian Auto Spa specifically to shop in the gift shop.

"A lot of men feel more comfortable buying in our gift shop," she pointed out. "And women are fond of it too, especially because it's an easy place to get wedding, shower and birthday gifts. And the gift shop helps drive traffic to the carwash, while the carwash does the same for the gift shop."

The gift shop serves as a reception area for the facility, and the place to purchase various services. In addition, it has

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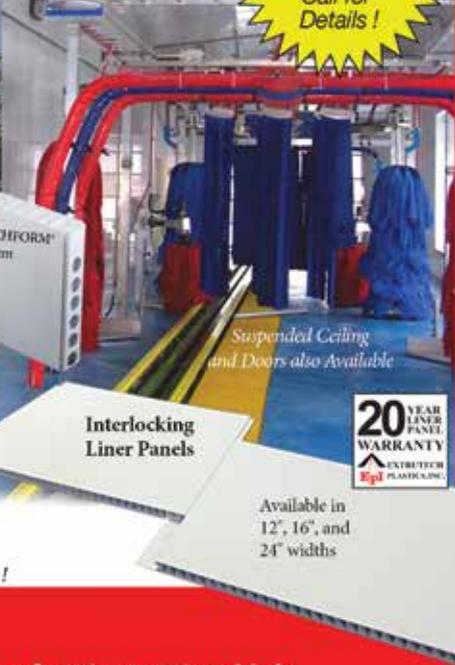


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To see photos of this fabulous wash, turn to pages 86 & 87.

a snack bar and coffee bar on location to satisfy customers' hunger and thirst.

## A Natural Fit

Tim and Laureen didn't have any background in the carwash business before they built Hambletonian Auto Spa, but Tim admitted he's a fanatic about his vehicles, taking care of them and keeping them clean. He said he used to travel to New Jersey to a carwash that met his needs before building Hambletonian Auto Spa.

Tim Somers said his customers seem to feel the same way about their vehicles. He noted that over the past couple of years, he's noticed more and more customers upgrading their wash selections.

"Our top carwashes are growing for us, as well as the number of people who are coming in and wanting a complete detailing on their vehicles," he said. "And even though labor is expensive, and good employees are hard to come by, we believe we should offer what people want, and more than half of our clientele want the higher end services."

Hambletonian's carwashes, which are horse racetrack themed after the famed Hambletonian harness race, run \$31.91 for the Hambletonian, \$22.89 for the Win wash, \$16.88 for Place and \$11.98 for Show. Unlimited packages are \$95.75, \$69.25, \$52.75 and \$40.95 monthly.

Full detailing starts at \$159.95, a hand wax is \$89.95 and up, the leather seat package is \$34.95, and a carpet shampoo is \$39.95.

While Hambletonian Auto Spa uses social media such as Facebook and Instagram to promote itself, Laureen Somers, said that word of mouth continues to be a strong method of promotion for the facility. "The town and village of Chester has about a 12,000 population," she said, "so when you provide a good service, as we do, the word gets around. Then on social media, we found that people 40 and older, which is the majority of our clients, tend to use Facebook to follow us, while the younger people generally are tracking us on Instagram."

Tim Somers pointed out that the closest competing carwash to Hambletonian Auto Spa is about four miles away, while there are 10 competing carwashes, both full service and express washes, in a 20-square mile radius.

Laureen Somers said that doing fleet services, charity events and the carwash's unlimited program have allowed Hambletonian to have a positive impact on the local community.

"We do fleet services for six commercial fleets, as well as local, county and state police, and some municipalities," she said. "We started our unlimited program a year ago and have found it to be a good one for us, keeping people coming back in the door.



"And we always help with schools and other charitable organizations with gift cards and gift baskets, but our main charity is for Veterans, especially the Grace for Vets program. We've been with them since they started, and have extended it to the full week for Veterans, plus all year long Veterans get 15 percent off carwash and lube services." ■

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



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# Mets Loss Didn't Put a Damper on the Fun!

Despite a lackluster showing by the New York Mets on May 31 on their home turf, the New York State Car Wash Association's (NYSCWA) annual Mets Event wasn't a total washout, according to NYSCWA President Walt Hartl. "Well, they lost 5-1 to the Cubs, and that was disappointing, but our event is never a disappointment," said Hartl. "This event is a great opportunity to share a fantastic ballpark suite with plenty of food, drink and friendships at the ballpark."

Hartl wanted to thank event Chairman, Mike Benmoschè, for his hard work on this event and Stuart Rosenberg for opening up the door to the Mets for the association.

## Special thanks to event sponsors:

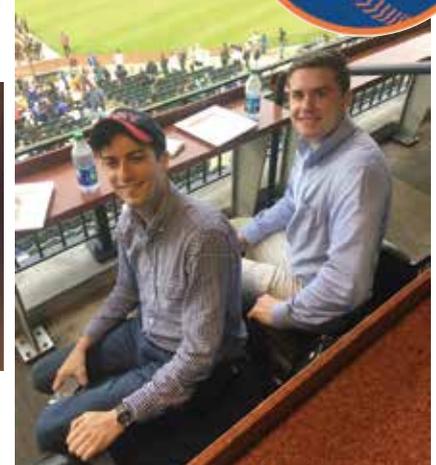
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# NYSCWA Tour Headed to Hudson Valley Market



The New York State Carwash Association (NYSCWA) headed south to The Hudson Valley to tour three fabulous washes and enjoy a celebratory barbecue lunch compliments of the Sheeley family and Innovative Control Systems on Wednesday, May 9. “You could not have asked for a more perfect day to tour some innovative washes,” said NYSCWA President Walt Hartl. “There was a lot to see and a little bit of something for everyone.”

The tour picked up attendees at the Home Depot at the Galleria at Crystal Run in Middletown before heading to Bay Wash, a few miles from the pickup site. The site, owned by Steve Canale, boasted a traditional self-serve with a Petit 360-i frictionless inbay, as well as 288 units of self storage. The site also featured a Diskin Systems air shamgee and Simoniz solutions.

The next stop on the tour was Hambletonian Auto Spa in Chester owned by Tim and Lauren Somers. This multi profit center includes a 130-foot Coleman Hanna equipped tunnel, DRB controls and Carwash Products’ solutions and a Simoniz Hot Wax & Shine unit. It’s extremely impressive and diverse gift shop is a destination for many of its customers

displaying everything from baby shower and wedding gifts to candles, wine glasses and wooden plaques. They even throw in a few automotive-related impulse items! Their quick lube was equipped by Mighty Auto Parts and their extensive service center makes it a one stop shop!

The final site on the tour is a brand new express exterior wash in Middletown owned by the Sheeley family (Wayne, Glen and Addie Sheeley and Glen’s fiancé Jamie Cunningham). This wash was the featured cover story in our spring 2018 issue. The 160-foot MacNeil-equipped tunnel features a Petit 360-t, ICS controls, 22 Vacutech vacs, Simoniz cleaning solutions and a 4,000 square foot state-of-the-art Laundromat. The Sheeley’s sold their previous washes and their homes to build this flagship site where every attention to detail was obvious. You can reach about it at [northeastcarwasher.com](http://northeastcarwasher.com).

The cherry on the day’s cake was the barbecue lunch sponsored by the Sheeley family and ICS. At its conclusion the family provided Carvel ice cream sundaes for everyone and sang happy 68th birthday to Wayne Sheeley. Although the group was a bit off key, the sentiment was definitely there! ■

*See page 88 for a list of our generous sponsors!*

*Tour Photos on Pages 85-88!*

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*Bay Wash, Middletown*



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*Mark Kubarek, Sam Hall, Jim Waterman and Chris Kubarek.*



*Brock Jewett, Kevin Zalaznik and Zach Hoffman with Simoniz' Jake Collison.*



*Shore Chemical's Del Burkholder and Vacutech's Fred Grauer.*



*Dennis Petit and Mike Early.*

*Continued on page 86 ...*

*Hambletonian Auto Spa, Chester*



*The wash takes its name and theme from The Hambletonian Stakes, an annual race for three-year-old trotters that at one point was held at Good Time Park in nearby Goshen, NY. The wash is owned by Laureen and Tim Sommers.*



*Hambletonian's employees take center stage at this wash.*



*If you need to pick up a gift for a wedding, shower or birthday, Hambletonian Auto Spa is the destination for you! Not only can you get a great wash, detail or lube service, you can pick up one-of-a-kind gifts as well.*

Continued on page 88 ...

**Wash Co, Middletown**



*That is truly one "Big Ass Fan." In actuality, that is the name of the fan and it helps to keep the Laundromat cool in the summer and temperate in the winter.*



*Wash Co. owner Glen Sheeley and Hoffman Car Wash's Tom Hoffman, Jr.*



*This ground up site was a true family affair and labor of love. The Sheeley family sold their other washes and their homes and dove into making the stand-out express exterior a real show stopper.*



*K & S Car Wash's Mark Kubarek and CSI/Lustra's Rob Peter.*



*Innovative Control Systems and the Sheeley family sponsored a succulent BBQ buffet for attendees.*

## Special Thanks to Our Tour Sponsors

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# Regular Safety Meetings Deliver Higher Profits

By Mike Benmoschè

The answer to the question about the decision to invest the time, money and energy into establishing a systematic safety meeting regiment is unequivocally "Yes!" The more important consideration is can you afford not to?

Unfortunately, many of your operations at the wash present hazardous

conditions for customers and employees. Potential incidents are an inherent risk as you perform many of your carwash daily activities. The more proficient you are in controlling these situations, the less likely costly claims will occur. We all know that fewer losses equates to higher profitability.

One of the key ingredients in managing the likelihood of unexpected injuries or property damages is establishing an effective line of communication. The best method to accomplish that, in my opinion, is to design and provide a safety meeting forum. Here, management and all employees have the opportunity to consistently express themselves as well as learn about all safety issues. Creating this environment is critical to eliminating or minimizing employees or customers being exposed to dangerous conditions.

But many believe it is too difficult and don't know where to begin. The purpose of this article is to provide some simple direction to guide you through the process. The following are some easy step-by-step ideas to direct you with creating a personalized program:

- Define and create an agenda worksheet with signature page (Content Examples)
- Review accident reports
- Discuss overview of incidents and trends
- Talk about results of training sessions
- Results of inspections
- Review new and outstanding safety issues
- Introduce a safety topic of the month
- Define and create an attendance sheet with signature page
- Develop a workplace safety committee
- Define the purpose and execution of this group
- Outline the specific function of the committee
- Expected members
- Establish membership criteria





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# Tip Credit, Call-In Pay Still at Issue

William Y. Crowell, III,



The 2018 New York State legislative session adjourned on June 20, with a possible return at some future point before the end of the year. The 2019 primary and general elections now occupy center stage.

A critical legislative focus on the New York State Car Wash Association (NYSCWA) during this legislative session was A. 2664-A Hamilton, A. 10612 Espinal. This legislation would repeal the tip credit for carwash workers in New York City. This bill was formerly sponsored in the Assembly by Francisco Moya, who left the Assembly to become a New York City Council member. A new bill was introduced by Assemblywoman Ari Espinal to be a companion to Senator Hamilton's bill. The bill was reported to the Assembly calendar but was not passed. In 2017, the Assembly did pass the bill, however, the Senate took no action in either 2017 or 2018. The failure to pass this bill in the Assembly is probably attributable to the Department of Labor's proposed regulation, which would repeal the tip credit on a statewide basis for carwash workers. To date, the Department of Labor has not adopted the proposed repeal of the tip credit. The Department of Labor has not issued any timeline for action. The restaurant industry, along with some of their tipped employees have been the most vocal opponents of the tip credit elimination at the hearings held by the Department of Labor. Most recently, two gubernatorial candidates, Marcus Molinaro and Stephanie Miner, opposed the implementation of the pending regulation. The Retail, Wholesale and Department Store Union (RWDSU) which supports the regulatory change continues to cite wage theft and creation of two tiers of minimum wages as the rationale for repeal. The final outcome of the tip credit regulation rests with the Governor, as does the timetable for his decision.

The NYSCWA worked with Senator Funke and Assemblyman Schimminger to introduce legislation S. 7908-A and A. 10423 to put the proposed Department of Labor regulation on scheduling and call-in pay on hold pending a study by the Empire State Development Corporation of the proposed regulation's impact on jobs and employment opportunities, and its cost and economic impact on small businesses. This bill was aimed at the fact that the proposed rulemaking contended that there was no impact, which on its face was not accurate. This legislation was reported to the calendar in the Senate but held for consideration in the Assembly Labor Committee. Although the result is disappointing, the legislation provided positive reinforcement to the rationale for opposition to the implementation of this regulation. The legislation was a complement to the Senate hearing on scheduling and call-in pay, which pointed out significant problems created for both small businessmen and their employees.

## Call-In Pay

At this time, the proposed Department of Labor regulations on scheduling and call-in pay have not been subject to final adoption. There is no timeline for final action. Multiple groups have requested exemptions from the proposed regulation. The time, which has elapsed since its initial introduction, has quieted down the negative attention that this proposed regulation was engendering. To date, there has been no indication from the DOL of any intent to make exceptions for weather-related businesses, for small businesses or other specific industries. As with the tip credit, the Governor will make the final determination. The coalition of industries opposing this proposed regulation need to recalibrate and renew their strong opposition to the implementation of the proposed regulation. A *Buffalo News* editorial questioning the regulation characterized it as a blunt instrument pointing to the fact the proposed regulation undermines many businesses especially those which are weather dependent. Kudos to Delta Sonic which was cited in the editorial. The President of Delta Sonic, Ron Benderson, was quoted, "We get a good payback on the robots but it's not where we want to be. We'd like to stay in the people business." Several of the companies' employees were also quoted in support of schedule flexibility. Ron Benderson made the case for a carwash exemption in a positive and non-threatening way.

The carwash industry has automation options, which are available if the state over regulates through elimination of the tip credit or scheduling requirements. Carwash operators are not anxious to change their business models but regulations, which have significant economic consequences, may provide no alternative.

On a more positive note, at the close of this session a bill passed both houses of the legislature S. 4012-B (Akshar), A. 8205-B (McDonald) which provides a small business with a cure period to prevent the imposition of civil penalties for an initial violation of a state agency regulation. To qualify as a small business, the business must be a resident of the state, independently owned with fewer than 100 employees. This bill would provide a benefit to a carwash confronted with an initial "gotcha" regulatory violation.

Carwash owners and operators need to continue to remain ready to respond to any proposed regulatory changes. The NYSCWA will continue to keep you updated on the status of these issues. ■

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# Not Happy With A Certain Element Of Your Life Then... Your Mission, Should You Accept It Is...

By Ray Justice



Self Discovery: Finding your meaning, your passion, your mission in life seems to be an issue for most of us. Many people I talk to are not happy with their career or the life that they live. They seem to want something different, but are not sure what that is. The following is about discovering that mission and writing it out so you can read it daily while creating a powerful affirmation of yourself.

Curiosity is a wonderful place to start. Try this: One at a time read the two quotes below and see what curious question comes up for you. I show an example with each.

“The best thing you can do to be a great businessperson is to be a great teacher.” - Pamela Slim Power Teaching Program

That curious question could be; “Hmmm! I wonder what I could teach that I would be great at?”

Here is another example:

“You can’t taste, see, experience, sample everything. You’re not supposed to. You’re here to find your meaning”

- Sara Wiseman, [www.sarawiseman.com](http://www.sarawiseman.com)

And the curious question on this one could be. Hmmm! What would be meaningful for me? Or what is important to me? The idea here is to create a sense of curiosity instead of a critical thought. (like I can’t do this)

Asking yourself the right questions that stir your curiosity about yourself is a beneficial way to start the plan of action. Writing becomes part of the process. When we write we have a tendency to come up with stronger possibilities than just talking about them. It makes it somewhat more real, solid, more than just a thought.

This article is about showing you a few ideas to help you brainstorm with yourself on how to write a Personal Mission Statement. A sentence or two that keeps you focused on who you are and where you are going in life. On one hand, when finished, it is a reminder to help you stay on course and make choices and decisions that fit for you. Another aspect is about letting the Universe know what you want. There are invisible forces that attract to us what we have going on inside, what we feel. What we think about, consciously or subconsciously, finds its way back to us. We just don’t know exactly how or when but we do know. A personal mission statement takes away many of our doubts, uncertainties and helps things show up.

For a long time, in fact almost 30 years, I have been intrigued by a particular line in Stephen Covey’s best selling business book, *The Seven Habits of Highly Successful People*. His book has seven primary chapters; here is a list of them.

- Habit 1: Be Proactive
- Habit 2: Begin with the End in Mind
- Habit 3: Put First Things First
- Habit 4: Think Win/Win

- Habit 5: Seek First to Understand, Then to Be Understood
- Habit 6: Synergize
- Habit 7: Sharpen the Saw

In this context I am referring to Habit 2: Begin With the End in Mind. We create things first in our mind and then in our physical world. Each title is a powerful topic on its own creating an easy-to-read powerful book.

The end in mind means to begin each day, each project and your personal mission with your vision, goal and desired result as if they had already occurred. Can you sit down, clear your mind of other thoughts and then use your imagination to see, feel, write or think about your desired result as if it already was?

If you have not done this before, give it a serious start and let it become a Habit to Practice.

Two very important words. Habit is a large part of most everything we say, think and do each day. Practice is how we gain ground, creating our own Habits by choice of what we really want, or how we want to be, instead of automatic responses.

What do you really want, or better said, how do you really want to be seen in the world?

Practice visualizing, thinking about, who you are, what you do and how you are shaping your life. This is clarity for you to take charge, setting the stage to make things happen by choice.

A personal mission statement focuses on what you want to do and who you want to be. It also helps to keep you focused, to not get off track and to attract others with like desires, interests and beliefs. Each element of your life, how you spend your time, your important relationships, your finances and your long-term dreams, should all fit into the aspects of your Personal Mission Statement.

To get to actually writing your statement you will need to start by brainstorming about what you really want. A good start is by using a Mind Map.

A Mind Map is a diagram, an easy-to-use creative tool, to help you visualize, brainstorm or organize a topic in which you need assistance. In this case we are suggesting using it as a tool to creatively think and plan out who you are and who you will be. Templates are easily found on Google Images or other search areas of the Internet, or you can just draw your own sketch. You start by adding an idea, or goal, in a circle in the center. That circle has lines connecting to other circles, or other lines, to write reminder words or graphics. Again, in this situation, it is about you and your future. It’s on paper, or digital, use it, play with it, you may be amazed where it will take you into new possibilities. What would a dynamic future look like to you?

Describe it clearly. What are the pieces that would be part of your main image?

A good start is by going to wikipedia.org and type in Mind Map. There you will find more detail and graphics on how to.

Build a Mind Map to brainstorm your thoughts and ideas as they surface. When you are satisfied with that create another but this time as an Image Chart with all the aspects of “the end in mind” vision. All the pieces like you already have them in your life.

Another idea is to create a Vision Board by cutting out pictures, words and graphics from magazines and pasting them on a poster board. It’s a similar affect to a Mind Map while using mostly photos and images.

Now back to your Personal Mission Statement. Use the above tools to help you get started on your now well thought out desires by putting your results into written words. This written statement will clarify and help keep you clear on who you are and where you are going. It’s a constant reminder, which we all need.

Be careful not to judge, criticize or find fault with what you come up with.

Be curious and keep an open mind. This process, should you choose to do it, will save you a great deal of time, uncertainty and decision making as you go through life. The hardest part is setting aside the time, getting started and reading your final statement each day seeing if it still fits and needs adjusting.

Keep it short, a single sentence or two at the most. Too long and you may not read it daily as your guide map. Be patient with yourself as you create. This will take a while and be rewritten several times.

I came across an image chart (before it was called a mind map) I created in 1976. At the time I was creating what I thought was a visual of lifetime goals and desires. As I look back I can see that I had it all completed in less that six years. Remember, this was a life goal image on family, business, home style, etc.

Write everything down you are brainstorming. Start with lots of words and funnel down later. Your shorter written version will be enough to remind you of many of the yearnings that showed up along the process path.

Here is an example of a written statement with blank spaces to fill in:

My mission is to \_\_\_\_\_ for (or how to) \_\_\_\_\_ to help \_\_\_\_\_ and \_\_\_\_\_ to \_\_\_\_\_.

Many sample Mission statements can be found by searching on the Internet. The focus here is to create an interest of “how to” with the hope that you really will.

Here is a summary of steps you can take followed by words to reflect on: (as reminders)

1. Curious with a Sense of Wonder – Starts Creativity Moving.
2. Think in terms of Curious Questions – Intuition & Creativity kick in.

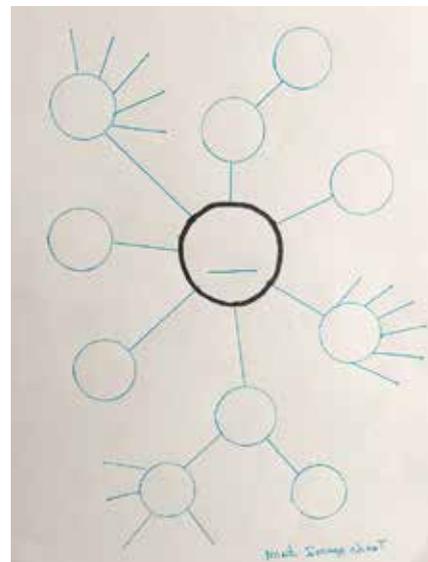
3. Brainstorm with a Mind Map – Visual graphics that piece together who you are.
4. And/or Create a Vision Board – Visual graphics and photos as a collage of goals.
5. Write a short Personal Mission Statement – Beginning with the end in mind. How and where you will be.
6. Reminders, Read Daily – We need until it’s a Habit.

### Reflection Words Summary: (to think about)

- Writing – it brings out your deeper, Intuitive Self
- Meaning – Importance & Purpose
- Habits – Our life is full of them, which ones need changing
- Practice – It’s a strong part of changing habits and creating new
- Choices – Clarity on decisions and their future impact
- Present Moment – What is NOW as experienced with our senses, not our thoughts?
- Beginning – Getting started, that first step

Your Imagination is like your key that unlocks the door and starts your engine. ■

P.S. In 1926, a very short book was printed. I think it sold for \$.25 or was given away free. Someone bought the rights and it is still available on Amazon Kindle for \$1.99. It is very short and an easy read. Its theme is, “If you know what you want you can have it.” The book is titled “It Works” by RHJ. I had a copy in the early 1980’s and in 1992 when they were, I think, \$.50 a piece, I bought a box of them to give away. It can be read in six or seven minutes and used for a lifetime. Also, the Image Chart/Mind Map sample shown here is simple, hand drawn version. You can easily make your own or purchase software to create online if that is your choice.



Ray Justice

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

# northeast carwasher



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