

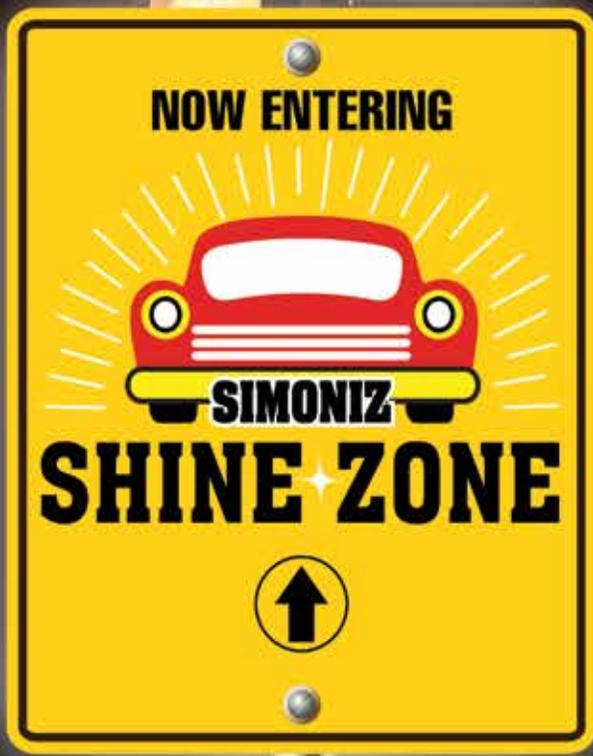
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Spring 2019

Vol. 24 No. 2

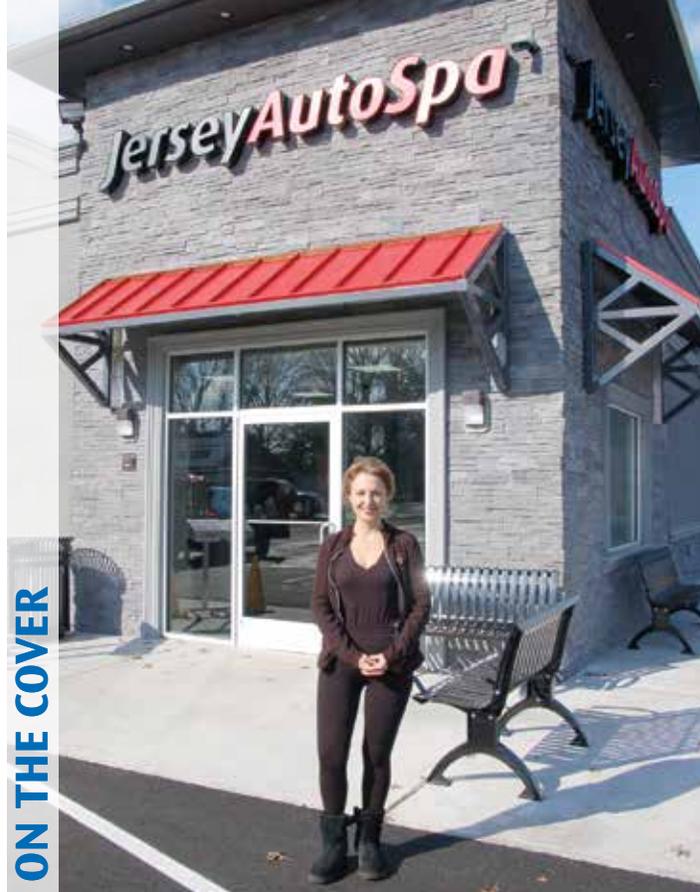
FEATURES

- 16 DawnMarie Lopes' Clean Start
- 20 Colorado Wash Gives Customers the Best of Two Worlds in Boulder Suburb
- 24 30th NRCC to Feature Moo Moo Car Wash Owner John Roush

IN EVERY ISSUE

- 6 As I See It
- 8 Op-Ed
- 12 Newsworthy
- 26 JoAnna's Gems
- 28 Doug's Perspective
- 30 Gary's Tech Tips
- 32 Towel Tips
- 34 Venus & Mars
- 36 CAP News
- 40 CCA News
- 56 CWONJ News
- 66 MCA News
- 70 NECA News
- 75 Classifieds
- 76 NYSCWA News
- 84 Advertising Directory

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ON THE COVER

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I get a fair amount of calls from new investors inquiring about everything from permitting to site selection. I can pretty quickly tell, however, who has done their homework and who has not.

Recently, I got a call from a new investor who wanted to start a business that would afford him the flexibility to be at home more, yet allow him to provide for his family. Of course, my first instinct was, this guy has not done his homework because running a carwash can be a 24/7 business (especially if you are new to the game), even a single location self-serve, and in today's market the only way to succeed is to be hands-on, forward thinking and engaged. He probably thinks he can just go to the wash when he wants to and collect the money, and call it a day!

But there was something about this new investor that made me start to ask a few more questions. In doing so, I discovered that he had done his due diligence and had even found an existing wash that he wanted to pull the trigger on, but had recently heard that a competing wash nearby (that had been closed) was just purchased. Although the wash was two miles away, on a different street and is a different wash model, the new investor was concerned about losing volume to the newly-purchased site.

I talked to him about the different wash models, explained the different customer demographics and even used myself as an example of a customer who would not go to the wash he was considering purchasing, but would likely go to the newly-purchased site because that was the wash model I preferred.

We talked about traffic counts, ingress and egress, the condition of the equipment in the wash he was contemplating, the reputation of that wash, was it near any big box retailers, was it well lit, what side of the street was it on, other competition? What additional profit centers were on his site? Could he add any if there were none? Did he realize that his biggest competitor really was not the guy down the street, but the weather? Did he REALLY know what an impact the weather could have on his volume and how was he prepared to combat that?

I talked to him for quite some time and by the end of the conversation, after preaching that he needed additional education through trade shows and networking, I was rooting for him to succeed.

After all, during the conversation when I asked him why he wanted to get into the industry, he said he had always loved cars. Sound familiar?

I was able to steer this potential new investor to a former operator in his market, who had no skin in the game and likely knew the site since I really did not.

I have since learned that he did reach out to my resource who steered him away from the site because the market he was looking at is very small, and his volume could very well be impacted by that newly purchased wash. I didn't ask about the size of the market, but you really do need to consider it. I was more hung up on the fact that he was looking at a self-serve in New Jersey; kind of an oxymoron, right?

There are two types of new investors in today's carwashing market. There are the investor groups who are looking to turn a profit in five years, sell and move on. And there are those new to the industry, like my new potential investor, who is just hoping to make a life in a different industry. We are hearing a lot about the equity groups recently because up until the last few years there really hasn't been a ton of them. But according to Sonny's Paul Fazio in his talk at the recent Northeast Regional Carwash Convention (NRCC), and others wiser than me, the family-owned washes still dominate the market. And they will continue to do so.

This prospective operator has done his homework and has reached out to one of

Continued on page 11 ...

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Grace for Vets Washes More Than 300,000 Cars!



Some 4,000 professional carwash locations washed more than 300,000 cars for free for military veterans and active-duty personnel on Veterans Day 2018 with the Grace for Vets program. Most locations offered the free washes on both Sunday, which was actually Veterans Day, and Monday when the holiday was celebrated.



Mark Curtis, President of Grace for Vets, said, "I am so pleased that Grace for Vets continues to grow and that we were able to provide a record number of free washes to our deserving soldiers and vets.

"I know it's a small gesture to give them a free carwash in return for the sacrifices they and their families have made, but it is so appreciated. I know I speak for all my fellow operators who get calls and letters thanking them for participating."

Grace for Vets was started by former Pennsylvania operator Mike Mountz in 2004. Mountz operated Cloister Car Washes in Pennsylvania before retiring in 2014. Since its inception, Grace for Vets has washed close to 2,500,000 cars at no charge to veterans.

Curtis now spearheads the effort and is CEO of Splash Car Washes with 18 locations in Connecticut and New York, and two in China.

For more information contact Mark Curtis at 203/324-5400 x7011 or mark@splash1.org

Effective Signage or Not?

These are just two examples of signs you might find at a wash that operators use in hopes that they will protect the facility from legal ramifications.



Do you think they work and are effective?

Tell us what you think at mediasolutions@nycap.rr.com!

WASH VOLUME INDEX

We have taken the pulse of four Northeast operators to see where their volumes are compared to last year (YTD). As you all know, January 2018 was exceptional. January 2019 – not so much. As a result all four participants were down, significantly. Our Boston operator, Ron Bousquet, was down 47 percent, upstate New York's participant, Steve Weekes as off 41 percent, Doug Rieck was off 50 percent and Mid-Atlantic operator Dave DuGoff was off 34 percent.

Let's hope that our next report is more positive.



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

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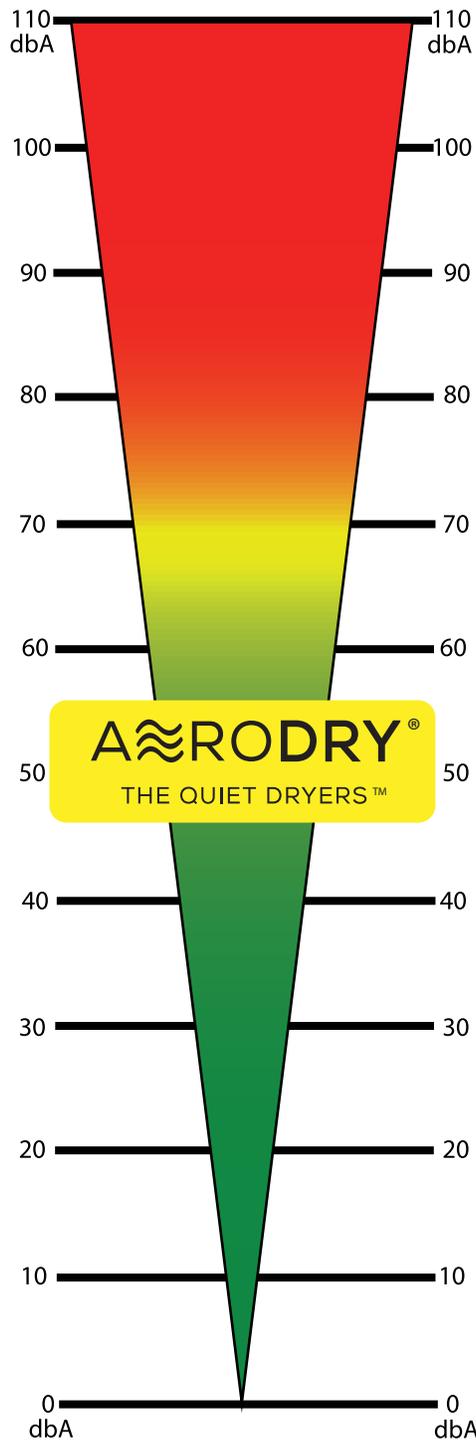


Quiet Urban Daytime



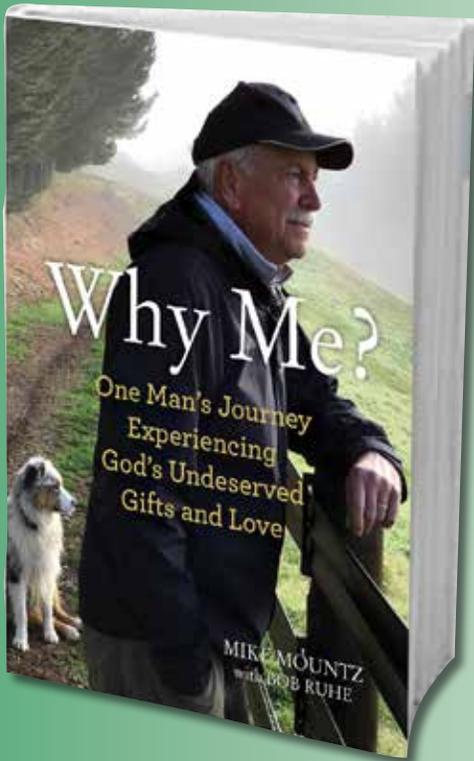
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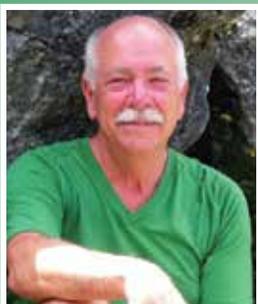


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New from Momosa Publishing!

Why Me? is filled with experiences from successful businessman Mike Mountz's life when he felt the presence of God. These Godly experiences, as Mike calls them, helped him to strengthen his faith, make changes in his life, and act when otherwise he might have been paralyzed by uncertainty. Mike describes how God guided him so that he gained the courage, strength, wisdom, and ability to make difficult decisions. The book also shares a critical lesson Mike learned—the importance of following your spiritual compass. Mike believes that we are all given this compass at birth and that compass is an important part of how we find direction in our lives. *Why Me?* is an unusual and thought-provoking journey of a fascinating life experiencing God's undeserved gifts and love.



Mike Mountz

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610-216-0913



As I See It ... continued from p. 6

the associations I manage. He listened to what I had to say and was thankful for the information I could provide. He's trying to find the right wash for his needs, and within his means, that he can build into a strong business. He's doing the right stuff and I want him to succeed.

I know there are a lot of you out there who would rather he stayed away and didn't break into the industry. After all, he will be competition for someone and maybe several of you - eventually. But doesn't it make more sense to help him, educate him and with any luck bring him into one of the state associations so we can learn from what his background could bring to carwashing, than turn him away or discourage him from trying? Remember, if you are doing a great job at your wash and putting out a really clean, consistent product, there are certainly enough dirty cars to go around.



Suzanne Stansbury
Editor/Publisher

DRY T-SHIRT PROMOTIONAL CONTEST!

Women in Carwash™ are hosting a DRY T-Shirt contest.



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CONTEST RULES

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For those of you who have already registered, don't worry, we will contact you for your shirt size(s) and gender(s).

2. Send us your photo(s) by March 15, 2019.

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MACNEIL RECEIVES PATENT

MacNeil Wash Systems, Barrie, Ontario, has been awarded US Patent No. US D833,693 S for the CleanTouch Reach Arch, according to a company press release.

For more information visit macneilwash.com

DOVER ACQUIRES BELANGER



Dover, Downers Grove, IL, has completed its acquisition of Belanger, Inc., Northville, MI, which will become part of OPW, a business unit within Dover's Fluids segment, according to a company press release.

Belanger, a leading manufacturer of vehicle wash equipment and systems, has served the carwash industry for nearly 50 years.

Dover is a diversified global manufacturer with annual revenues of approximately \$7 billion. OPW has led the way in designing and manufacturing retail fueling and fluid handling solutions for the safe and efficient handling and distribution of fuels and critical fluids for the last 25 years.

For more information visit dovercorporation.com and opwglobal.com

DRB HELPS TN OPERATORS FIGHT SALES TAX

As a result of recent actions by the Tennessee Department of Revenue (TDOR) that provide a significant financial threat to Tennessee carwash operators, DRB Systems, Akron, OH, has contributed \$39,500 to efforts aimed at rectifying the situation, according to a company press release. "We believe it is important to get out in front of this issue quickly to protect not only Tennessee operators but the industry at large," said Dan Pittman, CEO of DRB Systems.

The TDOR auditors say that providing assistance to vehicles entering a building (guiding vehicles onto con-

veyors, folding over side mirrors, etc.) is subject to sales tax. Most Tennessee carwash operators have a different interpretation of the law, which was enacted 50 years ago.

A recent audit of one Tennessee wash resulted in a tax assessment that could exceed \$3.5 million. "We're proud to stand by our customers and fight for the best interests of the industry," said Pittman.

For more information visit info@drb systems.com

KLEEN-RITE HIRES COGLEY



Kleen-Rite Corp., Columbia, PA, has added Jay Cogley to its sales team, according to a company press release. Cogley, a National Sales Manager with Trans-Mate Inc. for the last 15 years, brings years of experience in distribution and automotive care to the team, said the release.

"I am pleased to join the Kleen-Rite Corp. team," Cogley said. "I'm looking forward to sharing my personal relationships, backgrounds in business development, marketing and small business."

For more information visit kleen-rite.com

"LEARN MORE, EARN MORE EXPO" DRAWS A CROWD TO PA LOCATION

The biennial "Learn More, Earn More Expo and Car Wash Experience," November 13-14, drew more than 500 carwash operators, experts and equipment manufacturers to Kleen-Rite Corporation's headquarters in Columbia, PA, according to a company press release.

The first day of the event saw a car-

wash tour of three washes in York and Lancaster, PA. Accompanied by Kleen-Rite's Senior Technician, Tom Allen, the group got to see several types of carwash models. The tour also included a networking lunch, keynote and panel discussion with experts from Kleen-Rite, Hydro-Spray, College Park Car Wash, Hoffman Car Wash and the Mid-Atlantic Carwash Association.

The "Learn More, Earn More Expo" ran on November 14 and included a free admission. More than 60 companies exhibited at the event while rotating seminars kept visitors engaged.

The next "Learn More, Earn More Expo" is slated for 2020.

For more information visit kleenrite.com

TRANSCHEM WELCOMES NEW HIRES



The Transchem Group, North Ridge, IL, and Cambridge, Ontario, has welcomed four new colleagues to its ranks, according to a company press release.

Ryan Carroll joins the group's head office as Vice President of Sales and Marketing. Bill Carbonel is now Director of Sales. Van Uselton is National Sales Manager and Matt Bristow is Regional Sales Manager for the Northwestern and Central regions.

For more information visit transchem.com

SONNY'S CARWASH COLLEGE SELECTS 2018 INSTRUCTOR OF THE YEAR, ROOKIE WINNERS!



Victor Alonso is the 2018 Car Wash College Instructor of the Year for Sonny's Car Wash College, Tamarac, FL, according to a company press release. Victor was presented the Shawn R. Brown Award for Instructional Excellence by Paul Fazio, CEO of Sonny's Enterprises LLC at a luncheon.

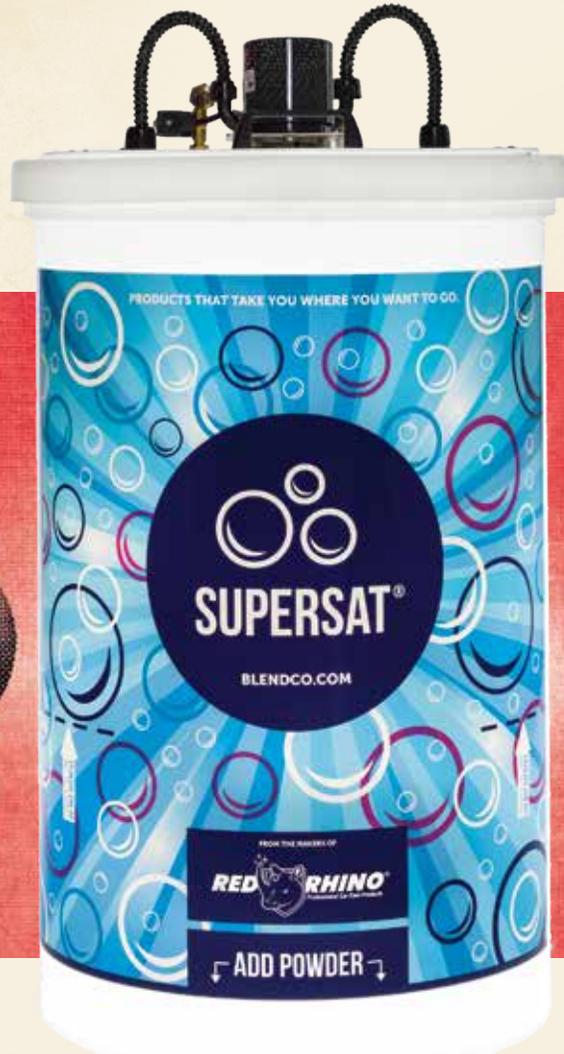
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CarWash College Manager Bob Fox, 2018 CarWash College Instructor of the Year Victor Alonso and Sonny's CEO Paul Fazio.



CarWash College Manager Bob Fox, 2018 CarWash College Rookie of the Year Mark Barthelmass and Sonny's CEO Paul Fazio.

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**DESIGN SUBJECT TO CHANGE

“Victor has been with us less than two years, but he made an impact on CarWash College immediately,” said Bob Fox, CarWash College Manager. “From day one, Vic has gone above and beyond. He is always looking for ways to better his teaching methods and make the College as a whole, a better learning instrument. We are truly fortunate to have him in our ranks!”

The Shawn R. Brown Award for Instructional Excellence is given annually in memory of Shawn Brown, a former CarWash College instructor whose life was cut tragically short.

The Car Wash College “Rookie of the Year” award was presented to Mark Barthelmass. “I don’t know what we would have done without Mark out west last year,” added Fox. “Mark brings a lifetime of real-world washing experience to the students. That’s invaluable! He’s also one of the nicest guys you’ll ever meet and a pleasure to work with!”

For more information visit sonnydirect.com



graceforvets.org

SPLASH OPENS ITS SECOND LOCATION IN CHINA



Splash's second wash in China just opened in Taicang, a suburb of Shanghai.



Mark Curtis, CEO of Splash Car Wash, Greenwich, CT, has opened Splash's second location in China. This will be Splash's first "Splash Express," an in-bay automatic which will use an app-based payment system and customer recognition through license plate reader technology. The site is located in the heart of the central commercial and residential district of Taicang, a suburb of Shanghai.

Splash recently opened a conveyor carwash and oil change in Taicang this past summer (featured as our fall 2018 cover story). Curtis said, "We are so excited to continue our expansion in this region and look forward to adding more locations this year – both conveyors and in-bays. In fact, we will open our 3rd location – another Splash Express – in Kunshan, which is also outside of Shanghai, at the end of this month."

Splash recently partnered with Palladin Consumer Retail Partners to substantially grow its base of operations, both in the United States and abroad. Splash currently operates 18 carwashes and six oil changes in Connecticut and New York, in addition to its operations in China. ■

For more information email Curtis at mark@splash1.org

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DawnMarie Lopes' Clean Start

By Suzanne L. Stansbury



DawnMarie Lopes doesn't look like a carwasher. But as the saying goes, "don't judge a book by its cover." She is every bit a carwasher and a pretty savvy and resilient one at that.

DawnMarie's story is not conventional. She didn't grow up enamored with cars like so many other owners. I'm sure when asked about her life goals wanting to oversee three carwashes (two full serves and an express exterior) was not at the top of her list, but that is exactly the direction life has taken her and she has no reason, or desire, to look back.

You see, about eight and a half years ago, after being a stay-at-home mom to her two children with Sergio Lopes, she experienced a devastating stroke that literally stopped her in her tracks. After being in the hospital and rehab for seven months, and defying the odds, she fought her way back. Today to look at DawnMarie you would never guess the tough road she has traveled. You see a confident and kind carwasher.



DawnMarie Lopes in her office at Jersey Auto Spa in Long Branch.



The First Step

Purchasing the former Oak Tree Road Car Wash in Edison was instrumental in her recovery. "Getting involved in the first carwash saved my life," she said. "My husband, Sergio, found a foreclosed wash in Edison and with no research or background we jumped in. Or rather, I was thrown into it, but it was the best thing that could have happened to me."

Her foray into the industry began slowly with choosing flooring and paint and as she regained her speech she found her purpose and footing. "I was so thrown into it that it was a 'learn as you go' thing for me," she said. "I think maneuvering the demographics of that first wash in Edison was the toughest part because many of our customers were not used to working with a woman owner.

It took a lot of finessing to turn them around, but over time it did happen and they came to respect me."

Family First

One of the secrets to the Lopes' success is the fact that they run their washes as a family-operated business, and DawnMarie treats her employees like her family. "Whether we have one or three washes, we will always keep it family oriented. You need to be able to come into the wash and feel welcomed," she said. "There needs to always be someone there to talk to."

An example of that occurred not long ago when a customer got to the cashier and realized she had forgotten her wallet. According to DawnMarie the customer became panicked, but with a few simple words she was able to calm her down and send her on her way. "I gave her the wash for free, and told her not to

Compliments of Mike Conte, this writeup captured how you commemorate the opening of a wash in the early '60s.

worry about it. The customer couldn't believe it and several days later there was a small write-up in the local paper about it. Then after that the customer's son came to the wash to personally thank me and tell me I had restored his mother's faith in the human race!"

Sergio Lopes, whose full-time job is running EB Express Provisions Inc., a food distributorship, isn't surprised that customers take so well to DawnMarie. "The carwash is like therapy to some people," he said. Some people go to the wash just to talk to DawnMarie. She is empathetic and can listen to a customer's needs or problems and they will leave happy."

She also takes this hands-on approach in how she responds to customer complaints as is evidenced by her 4.6 stars on social media. "I approach all of my negative feedback by putting myself out there and addressing each issue," she said. "Whether it is an email, a Yelp review or on the phone, I wear my reviews on my sleeve. You will get bad reviews, but positive or negative in my opinion it is all positive feedback."

Because DawnMarie and Sergio play different roles at the wash their yin and yang works. "He understands what it takes to wash cars every single day and how to set up a crew," she said. "I can put it all together and run it and be here every day to oversee the operation. I am the glue."

But DawnMarie doesn't take all the accolades for the success of the three washes. "I have a very strong General Manager in John Agosta, who oversees all of my sites. That is very important.

"You also have to show your managers and staff that you will pick up a vacuum and do anything they do when it's needed to earn their respect," she added.

Building Upon a Legend

The most recent Jersey Auto Spa, at 684 Joline Avenue in Long Branch, was built on the grounds of the former Conte's Car Wash, one of Monmouth County's oldest washes. "We ended up taking all but two and a half walls down," said DawnMarie. "Our investment for the acquisition and rehab was around \$4 million. Sergio loves construction and has a great love of taking something old and making it new," she said.

Mike Conte, who started working in his family's business at age 9, recounts memories of the facility as a "meeting place" where he experienced his childhood, youth and adulthood. His brothers, Joe and Lou, opened the wash in 1962 and it stayed in the family until it was sold in 2018 when he was a partner. "We opened this wash, our only full serve, with a pull chain conveyor. It was a three-brush Sherman unit with a 60 hp blower," said Conte. "Over the years the equipment changed a little, but the

Continued ...



During renovation, the crew unearthed the Conte's name behind a lot of brick.



The TSS lava arch was designed by DawnMarie Lopes. It certainly creates a colorful visual for customers.

Jersey Auto Spa features a variety of packages to meet every customer's needs.



feel of the place didn't. It was a local gathering place where family and friends would stop by and I'd work on my racecar after hours. The office door was always open and we knew our customers by name. It was a big family business."

Conte recounts a "dating bench" out front where he actually met his wife. "The bench is gone, but that is where I asked my wife on our first date. Prior to that my brothers told me to stop dating the customers because when it didn't work out, we'd lose them at the wash!"

But as Conte says, "time marches on." The rebuilt wash is still a full-service facility but physically little physically remains the same. The McNeil-equipped wash boasts a 120-foot conveyor, Simoniz chemicals and a Micrologic controller and eight of its vacs. There are also three bays of outside detail and one inside bay. DawnMarie designed the tunnel's TSS arches.

Future Expansion?

With three successful washes under their belt (the third is an express wash on Oceanport Avenue in Long Branch), Sergio thinks expansion is a possibility if DawnMarie agrees. "I see us growing and looking for other facilities if she's up to it," said



The three-bay outside detail center recently opened and is ready for business. There is also one inside detail bay on site.



Jersey Auto Spa offers a "night wash" option from 5-9 Monday through Sunday. The top two washes offer free vacuums during that time.

The wash won't cover the following...



Sergio. "This company has been led by DawnMarie. She is the face of Jersey Auto Wash," he said. "Although carwashing looks like a man's world, there should be more women not only owning carwashes, but running them."

DawnMarie couldn't agree more. "Women have a lot more strength and character than they are given credit for," she said. "I feel I could tackle whatever comes my way."

And it looks like she can.

Suzanne L. Stansbury is the Editor/Publisher of the Northeast Carwasher magazine. You can reach her at mediasolutions@nycap.rr.com

Editor's Note: In March, Jersey Auto Spa received the Long Branch Chamber of Commerce 2019 Business Improvement Award for the wash on Joline Avenue.



The impressive impulse area includes some "jersey" propaganda.

The Micrologic vacs add a pop of color and revenue for the wash.



Kids and adults alike stop to squirt passing cars with this fun Suds Blaster.



Colorado Wash Gives Customers the Best of Two Worlds in Boulder Suburb

By Alan M. Petrillo

Periodically, we will look at what operators outside of our region are doing to broaden everyone's perspectives on carwashing. This issue features Ty Abram and Fred Grauer, with 95th Street Car Wash and Detail Center in a suburb of Boulder.

Putting together the 95th Street Car Wash and Detail Center at 2541 Arapahoe Road in Lafayette, CO, turned out to be a five-year event, much to the dismay of its owner, Ty Abram, and other business partners, including Fred Grauer. But the end result when the \$5.4 million flex service opened in August of 2017 proved to be a huge success, running efficiently and growing month by month in volume.

Abram was used to scrabbling for business, from a lawn mowing business that helped him get through college to reach his degree in education and a teaching certificate, to a lawn service, landscaping and snow removal business, as well as 10 years running the adaptive water-ski program for the city of Boulder. But Abram wanted to own a different business, first considering trash collection, but then deciding on carwashing.

"There was only one trash collection business in Boulder, and one full-service carwash," Abram pointed out. "I bought a property in Lafayette, three-quarters of a mile from the Boulder city limits when it became available and then set out to build the carwash."

In Lafayette, Abram had to go through a special review in order to get the carwash built.

Continued ...

This \$5.4 million flex serve opened in August 2017 outside of Boulder, CO.



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Out of Market ... *continued*

“A special review means we open the door to every neighbor or business to comment on our plan,” he said. “The property was bare ground and it had been 18 years since anything had been done with it. Neighbors were using it as their private park. But it was zoned commercial and we got the approval to put in a carwash.”

But Abram had not considered the condition of the stock market.

“After we received our first approvals, the stock market and the economy looked very questionable to me so I backed off for awhile,” he said. “When the economy straightened out, I pulled the trigger because I wanted to do it right, and promote the carwash as the best in the Front Range of the Rockies. We did it right; we didn’t cut any corners.”

Abram said that offering convenient, competitive carwashing and detailing services in an underserved market was one of his chief aims. “We made sure the interior of the carwash was bright and clean, with top-quality equipment and lighting,” he said. “We also have a nice waiting area for customers with a convenience shop where they can have sodas, coffee and snacks.”

The 95th Street Car Wash has a 140-foot Belanger SpinLite equipped tunnel with a 135-foot conveyor and Blair chemical in a 7650-square foot building that’s occupying about two acres of property.

Fred Grauer, executive vice president of new business development for Vacutech, served as an advisor for 95th Street Car Wash and Detail Center.

Grauer said the wash’s flex-service model provides customers with lots of options. “If they choose interior they pull into one of eight positions (four places, two deep) where there are vacuums and detailing equipment,” Grauer pointed out. “If they don’t turn left into those eight positions, they pass them and make a left into an area outside where there are 22 free vacuum stations. Each vacuum position has towel bins for clean and dirty towels, as well as window cleaner and high-pressure air for customers to use internally or to blow excess water from trim and mirrors.” In addition to the tunnel, there are five interior detail bays with overhead detail valets that include wet



The signage at the pay stations help promote the wash’s unlimited club.

and dry vacuuming, plus an assortment of spray guns for various chemical application as well as an uncovered sixth bay for excess snow, mud or hand washing.

The Vacutech underground piping supplies the 95th Street vacs with two 50-horsepower turbines supplying vacuum for the outside vacs, each of which has double hoses, as well as a 50-horsepower turbine to supply air for the interior detailing valet bays.

Grauer notes that the company is running with 16 employees between 8 am and 6 pm, typically with eight to 11 daily, such as a cashier at the entrance, five in the flex area, two in the detail shop, and a manager, Jeremy Place, and an assistant manager, Antonio Arellano. “Jeremy has been a life changer,” said Grauer. “He’s made a huge impact here.”

The 95th Street Car Wash charges \$9 for a basic exterior wash, and an additional \$13 for a flex serve wash.

“About 70 percent of our washes are exterior,” Grauer noted. “We don’t charge extra for SUVs except for those vehicles with three rows of seats.”

Grauer added that in order to get a permit to build the carwash in Lafayette, they had to install an Aqua-Chem total water reclaim system.



The wash features 22 free vacuum stations, as well as a towel exchange program.



The wash signage clearly instructs pickup truck owners to clear their beds before entering the tunnel. Those customers can pick up their debris upon exiting the wash.

The company van is used to shuttle detail customers while promoting the new wash.



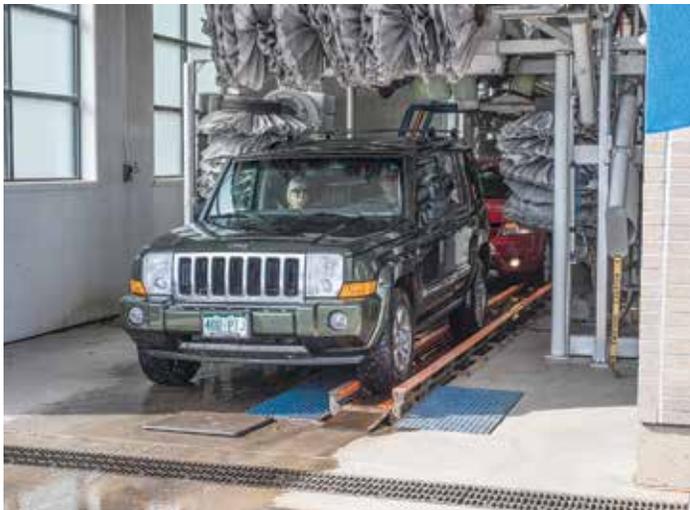
“We get water from reservoirs here and have to pay for it based on usage of acre feet of water,” he said. “We are using approximately 11 to 12 gallons of fresh water per vehicle, and the rest is reclaimed water. We have done as good a job as possible from a reclaim standpoint.”

Grauer noted that he and Abram are anxious to build another carwash.

“It would probably be an express carwash,” Grauer said. “We have to consider the demographics of where it would be located, and the need of the area.”

The team hopes to wash between 90,000 and 100,000 cars in 2019.

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 on Amazon.



A couple of happy customers exit the Belanger-equipped tunnel.



The site features five interior detail bays in the 7650-square-foot building.

30TH NRCC to Feature Moo Moo Car Wash Owner John Roush

The 30th Northeast Regional Carwash Convention (NRCC), September 23-25, at the Atlantic City Convention Center, will feature keynote speaker and carwash operator John Roush.

Roush, an Ohio-based carwash operator and commercial retail development executive with more than 25 years of experience in retail, commercial and residential projects, will share his wash's colorful history and his immersion into the industry in a keynote presentation on Tuesday, September 24, at the Atlantic City Convention Center.

As founder and managing partner of Moo Moo Express Car Wash, he is responsible for the research, planning, branding and development of the award-winning chain. Under his leadership Moo Moo has grown to 16+ central Ohio locations since opening his first wash in 2008. In 2018 he reports washing more than 2.5 million cars. Roush is also the founder of Flying Ace Express Car Wash, with five+ locations in the greater Dayton market.

He currently serves as CEO of Express Wash Concepts, the parent company of Moo Moo Express, Flying Ace Express and the upcoming CLEAN Express brand. In April of 2018, he facilitated a private equity firm investment with Wildcat Capital Management enabling Moo Moo and Flying Ace to continue to build on their success and expansion.



Roush is a central Ohio native, a member of the International Carwash Association Board of Directors and is a 2019 Columbus Chamber Small Business Leader Award Finalist.

For more information on the 2019 NRCC visit nrccshow.com or call 800/868-8590.



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Do You Know What, But not How?

By JoAnna Brandi

Think back to when you were “PG” – Pre Google. Back then, most people lived just fine happily not knowing what they didn't know. But it's a different world today.

With a world of information at your fingertips, whether you're wondering how to make a flawless soufflé, manage your blood pressure without drugs or create the kind of experiences at work that keep both employees and customers happy, you can easily learn what works and what doesn't.

Atul Gawande, in his marvelous book, *The Checklist Manifesto*, tells us that for nearly all of history, our lives have been governed primarily by ignorance. He uses examples out of his own life as a surgeon.

For instance, he speaks of how the treatment of heart attacks has evolved in the last 50 years. That means that around the time my Dad has his first heart attack, there really was very little known about what caused them and how to prevent them from happening again. Dad got lucky back then – he survived it.

Today, there are more than a dozen different ways to effectively reduce the likelihood of having a heart attack, and dozens of ways to treat them if you do. So the big problem we

face now – in the medical system as well as in the business world (and perhaps in our own lives) – is no longer ignorance but ineptitude.

Since most people know what needs to be done to stay healthy, to create loyal relationships, to make businesses function better – that doesn't mean they apply the knowledge they have consistently, correctly or compassionately.

As I teach Positive Leadership skills around country and through the internet, and phone, I routinely discover that people enthusiastically nod their heads, and often say things like, “I knew that” when I talk about appreciation, recognition and working from strengths.

Of course you do. Most human beings understand at the deepest level what other human beings want from a relationship – business or otherwise. But here's the rub, just because we know, doesn't mean we do, and do it well.

According to Dr. Gawande, the balance of ignorance and ineptitude has shifted in the 21st century. For the most

Continued on page 29...

“

... just because we know, doesn't mean we do, and do it well.

”

Got Happiness?

Happy customers become loyal customers – they come back, buy more and bring friends. Happy employees are more productive, more engaged and healthier than unhappy ones. According to Gallup, the 70% of unhappy and disengaged employees in this country cause the American economy about \$600 billion a year in direct costs alone.

*A successful 'Customer Experience' is all about emotions. If a customer feels good about the value you provide - if they are happy doing business with you - they are more likely to return. If you are looking to create consistently **positive** customer experiences that differentiate you from the competition - look to your people first.*

Happy, engaged employees and a motivated, inspired leadership team are what you need to stand out today.

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Just Catching Up... After Improving my Game

By Doug Rieck

This past week we finally started washing cars. After the past three months of rain there was a weather pattern change. The weather had been yucky, cold, some snow and finally freezing at night. As a result, there was a lot of salt put down, with most roads arctic white (my favorite color). Then the sun popped out and it warmed up during the days, and best of all there was no rain in the forecast. Wow. We got busy, very busy. It was a wonderfully insane period of eight or nine days. Most importantly, this hectic burst marked the greatly delayed start of the winter wash season in New Jersey. After long periods of rain and not washing, our customers needed a reason to visit the carwash. This was it.

During this burst, as a carwash, the only wrong we could do was to be closed, not even an hour. Luckily, our equipment was working great at all locations, and at the conveyor our hungry employees worked as a team and were smiling, and so was I. The self-serve bays were filled at all three stores. The inbay automatics were washing cars all day and night long. At one location I have a two-month-old friction inbay that was pleasing customers. At my other inbay location I have a one-year-old frictionless unit working endlessly. I would wake up in the morning, look at my ICS Washconnect on my phone and see that while I slept, I was washing cars. Technology and new high-tech inbays can be very nice.

Thought and Work and Risk

The past several years have been transitional for me, upgrading and replacing carwash equipment at all locations. Yes, even at my Laundromat. This was the start of the payoff of the thought and work and risk. At my conveyor, the past 18 months have been spent working on a tight budget and upgrading and renovating. There was a new top brush replacing a mitter and a new brush tire seal machine added. The oldest second set of wraps had been overhauled and replaced with new foam.

There was new foam on other stuff. The four months prior had seen three new hydraulic motors, old schedule 80 hydraulic lines replaced, a ton of aggravation with hydraulic leaks and a lot of other stuff done. After this I really prefer electric motors and VFD drives. In summation, I now have two sets of wraps, and two top brushes, plus other assorted equipment. I'm turning out my best ever quality and am able to run at peak periods with higher chain speeds. We reached our highest ever chain speeds and the wash quality was still good. Yes, I'm still planning further changes and new equipment, but for right now I'm pleased.

None of what I did was rocket science or new to carwashing. Since the advent of express washes, more than 15 years ago, equipment gurus have been advocating two sets of wraps and two mitters or top brushes as a good start. Even though there have been a lot of improvements over the years, the gold standard is still two sets of wraps. You need them if you are going to wash fast and retain quality.

I had many thoughts prior to replacing my mitter with a second top brush. Mitters are just such a staple and I have gotten used to seeing one in the tunnel. Finally, I just did it and am delighted with the results and eliminating mitters completely. The tunnel looks better without it, much more open and inviting to customers.

Top brushes just clean better and are less problematic. The horizontal surfaces of cars, including windshields, come out cleaner. I'm sold on the concept of two top brushes, nothing lost and much gained.

The Minimum Wage

Throughout the Northeast, and certainly in New Jersey, labor expenses are rising rapidly. Two of the immediate drivers in New Jersey being the Earned Sick Leave Law, and the increase in minimum wage. As of January 1, it went to \$8.85 and as of July 1, it increases to \$10. Then on January 1, 2020, it goes to \$11, and each successive year raises by \$1 until reaching \$15 an hour.

I have always felt that as a carwash employer we need to pay more than minimum wage to attract good people. At my wash we have started well over minimum wage for at least 10 years, so on the surface it would not seem troubling. It is though because it is raising the floor and in order to hire, we will have to further raise our starting wage. Then with all the successive increases the issue of what to pay senior people and managers? Not bad this year, January 1, 2020, starts raising real issues. There has to be a pay differential between employees. Why would a manager or supervisor do the job if there is just a small differential?

The issue is further complicated by the shrinking pool of applicants. The economy has improved, there are more jobs and possibly better ones than what we can offer. This pool is getting much smaller with an increasing scarcity of potential employees. Our situation as carwashers has become much harder. The answer seems to be a binary choice. A. Hide our heads in the sand and try to make do or, B. Aggressively automate, replacing workers and at the same time raise prices. We need both though, automation and better prices.

We as an industry are very fortunate because we started transitioning years ago to gated entry with Kiosks. The hard work has been done. The Point of Sale systems are available. The electronics are awesome and user friendly. I feel that the customer experience is better at my ICS Auto Sentry Kiosks than at any Big Box store automated check out system. All of our industry's POS suppliers have done a great job. The technology is available, it is up to us to use it. I can't argue the fact that there are locations and lot layouts that are not conducive to this model. My own lot size is small and it took quite a lot of thought to make it work. It would be nicer to be building new with a lot of space but reality is often harsh.

There is so much superb carwash equipment out there. Really. You should not have to be prepping or drying or touching up. That's self defeating. There are many different ways to get that clean, shiny dry car. I now prefer top brushes over mitters. That is just my preference. There is a quality standard going out your door at a chain speed but there are a lot of ways to achieve it at your wash. Your job as the owner is to work with your choice of equipment suppliers, upgrade your wash and get some labor savings, and cleaner cars.

This spring my plan is to go to The Carwash Show in Nashville and start planning my next steps and new equipment. I'm pleased with my progress, but very much aware that in business you can not stand still. That is sticking your head in the sand and hoping. In NJ, changes are here with more coming in the future. If I am to deliver great looking clean, shiny, dry cars, at the right speed, I have to improve my game. The premise being that I cannot charge the correct price to pay for my labor unless I can deliver great cars, consistently. ■

Doug Rieck operates Magic Wash in Manahawkin, NJ, and is the President of the Car Wash Operators of New Jersey. He was the recipient of the 2018 Northeast Regional Carwash Convention's Most Distinguished Person Award. You can reach him at 609/597-SUDS or dougrieck@gmail.com



Doug Rieck

JoAnna's Gems ... *continued from p. 26*

part, we know what we have to do.

Are You Doing It?

Are you creating value – tangible and intangible – for what really matters to your customers and your employees (who are your other customers)? Are you making sure your customers' needs for value haven't changed since last you checked?

Are you sharpening your leadership skills regularly so your employees aren't sharpening their resume writing skills? According to a recent Gallup study, 51 percent of currently employed adults are looking for new jobs or watching for new job opportunities. That's one big fat scary number.

Could ineptitude on the part of leaders be part of the problem? Perhaps they know what but maybe don't know how.

Make sure you're doing all you can to keep both your employees AND customers happy. We can help! ■



JoAnna Brandi

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



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The Days of Cash Management Are Numbered

By Gary Sokoloski

The thought of losing cash collection at the wash bothers many of us. However, we are coming closer and closer to that day due to the increase use of credit cards, Fleet Accounts with RFID passes, the unlimited clubs billed monthly to a customers' credit card and now, mobile payment apps. The days of cash and cash management are numbered. Not to mention the demise of our beloved coins, including that ever so popular \$1 coin.

We have all become accustom to the good and bad things associated with cash. Love the cash, but hate the time it takes to count it, whether it is having to audit anyone that comes near it, or the expense for the equipment to accept and count it. There is no wonder the world is becoming ever so closer to becoming an electronic economy. Imagine no more bill jams. Imagine no more, "I put four quarters in..." (when you know they only put in three). Imagine no more stackers that jam or dispensers that won't dispense? Hard to really wrap your head around it, but it is

coming and there is nothing we can do to stop it.

That being said, credit cards have their share of issues, as well. Seems like we can't make it more than a few months without a new and critical update to our software or hardware to keep ahead of the scammers. Cards with chips, cards with limits, as well as cards that just don't work. Once we have moved away from credit cards, we can also get rid of those precious receipt printers.

The next step is to move toward fleet accounts, unlimited passes, or mobile payment processing. Fleet accounts are the oldest form of trying to capture a customer without having them pay every time they use our services. This works well for businesses that don't want to worry about having to reimburse employees, such as police departments or taxicab services. It involves some paperwork and collection behind the scene, but is usually collected by check or credit card monthly.

For tunnel businesses, the unlimited pass has been a huge

“
*We have all become
accustom to the good and bad
things associated with cash.*
”

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success in making the customer forget the cost and just use the service. The accounts are charged monthly on the day they signed up, therefore the cash flow is balanced out over the month and the revenues are consistent. Accordingly, once the programs are set up there isn't that much work needed to manage them.

The newest method is mobile payments. It's as easy as waving your phone in front of the machine and it will charge the credit card associated with your device. This will/is transforming many industries' collection methods and will soon move to places which have only been thought of, until now. Envision customers logging onto your website and making purchases right from their devices. Thus, no more change machines for your vacuum and vending units, no more auto cashiers for your in-bays or tunnels, in addition to no more meter boxes for your self serves or pet washes. Can you image that day?

Subsequently, what will we do without our original favorite cash and our newest friend the credit card? Electronic payments for everything! There is an app for that. While I know we are still years away from this eventuality, the day is coming closer and closer and we, as an industry, should be pushing for it to happen. Hence, this is only a developer's key stoke and an engineer's design away!



Gary Sokoloski

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

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Prolonging the Life of Your Towels

By Valerie Sweeney

In the last issue, I wrote about properly washing your microfiber towels in order to have them last longer. By following washing instructions, you can increase the longevity of your towels. This holds true for not only microfiber towels, but also terry and huck towels. Besides laundering your towels correctly, there are other ways that you can help to prolong the life of your towels.

Many towels are lost or damaged before they actually see their full life cycle. One way that you can help prolong the life of your towels is to separate them.

Ideally, different towels should be used for different parts of the car. You can keep your towels separate by using two or three colors (one for each job), or you can use different types of towels. For example, use a microfiber on the window and a terry on the body. Over time, soaps and waxes can build up and clog the fibers of the towels. This can cause them to become less absorbent and more apt to streak. Using a different towel on each part of the car will allow you to keep your waxing towels separate, and prevent ruining all of your other towels.

A separate low-cost towel or rag should be used for wiping

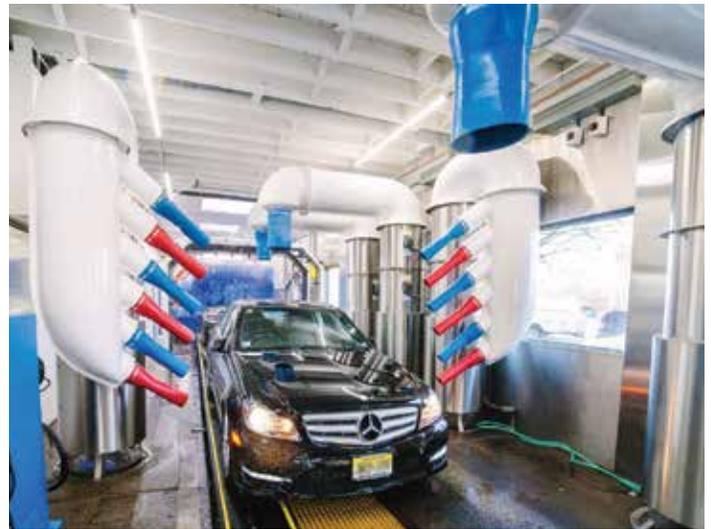
greasy wheel wells and door jambs. Grease is hard to wash out of a towel, and can cause streaking on the glass.

Another cost effective option is to keep an inexpensive box of rags around for maintenance work. Additionally, a box of spill control pads and/or socks for spills, leaks and drips will help reduce the chance that an employee will use towels for the wrong purpose.

Having three distinct containers (window, body and grease towels) for pre-washing towel storage will also help to keep the chemicals from each type of towel from mixing. These towels should also be washed separately, using fresh water after each load, otherwise the purpose of separating becomes pointless.

Another way to prolong the life of towels is to prevent loss or theft. Towels usually “disappear” for two reasons: Employees leave them in cars or customers “borrow” them and never return them. If employees are leaving the towels in cars, they need to be reminded that towels are important tools, and as with any other tool at the carwash, they should be held responsible for them. Some carwash managers monitor the towel inventory by counting them daily or weekly. Each employee

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CAR WASH TOWELS

should be made aware of this count. It is also up to the supervisor to check the interior during final inspection for towels that may have been left on the seats, floor or dash.

Customers sometimes ask to borrow a towel to wipe a spot, or if the towels are in a place they can easily access, they might just take one. If a customer asks to use a towel, offer to wipe off the spot for them. It will show that your wash has great customer service, while at the same time, ensuring the towel will be returned. Many washes also offer courtesy towels, usually a disposable paper wiper or a lower cost bar towel that is meant to be returned after use. Bar towels, which are 16" x 19", are cost effective enough that if a customer takes it, it is not a big loss, but durable enough that you can continue re-washing the ones that you keep. ■



Valerie Sweeney

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



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Dear Venus and Mars,

It's finally spring! After a periodically busy winter, how do you prepare for the next season (pollen & bugs)?



Heather Ashley

Venus Says

Gearing up for a new season of weather is becoming commonplace for many of us. However, the things we do at our washes might help inspire something in fellow wash owners, and I know there are some future carwash owners out there. So, bear with me as I think out loud about the things we will be doing differently during high pollen times.

First, this is no time to go down or be sluggish with allergy symptoms. So, as one wash owner friend mentioned, get some antihistamines going or whatever you prefer to ward off symptoms before they begin. As wash owners who are hands-on operators, I can tell you that it is not just on the cars or in the air – pollen hangs on the vacs, every hose, the trash on the ground, the trash cans and then when you go to open that next trash bag for a quick change, there it is again.

You will eat it and you will wear it. Think about changing your clothes as soon as your outdoor duties are done for the day! My better half would mention coveralls/overalls need to always be behind your seat!

Second, winter is gone for most of us and that is our busiest season. Supplies are low, the place has an overall gray and dull appearance and there is a bit of natural debris. Even signage can look like it is muted in color. Order enough soap and vending supplies now to make it worth your while with free shipping. You will certainly order at least once more before next winter sets in, or depending on your volume.

Consider blowing off your paved areas with a leaf blower and pick up extra twigs and dead leaves leftover from last fall. Your signs can be perked up with a nice coat of WD-40 sprayed generously and then wiped slightly.

During the months of pollen we seem to have endless trash. People really do “spring clean” their cars and I am convinced that they are living amongst trash. While some honestly do have that amount of trash in their car, others will make your task inter-

Continued ...



Paul Vallario

Mars Says

As the winter comes to an end, I think most operators on Long Island couldn't be happier. It was one of the worst fall and winter's I can remember in many years. We were faced with mild temperatures and abundant amounts of rain. Those new to the industry I'm sure were scratching their heads thinking what did I get myself into! Winter is supposed to be the busy time right? Well, not necessarily. In my 30+ years in the carwash industry, I've had my best months and my worst during the winter.

When the weather cooperates, meaning below freezing temperatures, small bursts of snow followed by dry sunny weather, business will soar. However, a winter like the one we just had with the conditions mentioned above the results are less than stellar. Warm and wet during the winter creates very little demand for a carwash. Even when it's not raining cars are not dirty and people are just not thinking about washing their car. The mood of most during these conditions is not one that drives people to the carwash.

We now go into spring, which historically is usually our most consistent season. The weather warms up, days are getting longer, flowers are blooming and the winter blues are behind us. People generally are in a better mood and are looking to do things that make them happy. And we all know having a clean car puts a smile on everyone's face.

Preparing for the spring season is no different than planning for any other busy time. We do our quarterly equipment checks, some chemical tweaks to accommodate the warmer climate and elements that come with the change of season. In the winter we deal with salt and sand and in the spring we deal with bugs and pollen. Our marketing shifts to put more emphasis on express detailing. During the warmer months there is a greater demand for this.

Before, during and after any season our main goal nowadays is increasing our Unlimited Wash Club membership. Having that guaranteed income everyday, no matter what the weather, is a game changer. I couldn't imagine going through a winter like the

Continued ...

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

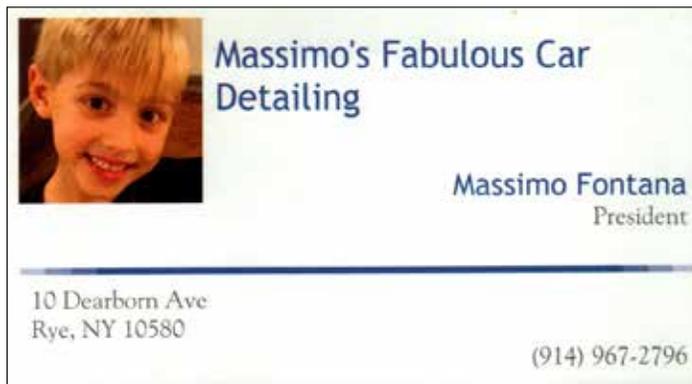
Venus ... continued

esting by not knowing about the landfill areas. They will leave you bags upon bags of overflowing trash. I recommend driving a truck on a daily basis, keeping bags behind your seat, and getting to know your local landfill attendant by first name and chatting with him/her since you will see that person more than you do your mother.

Furthermore, make an extra trash key and put it on all your family key rings. Make a packet of bags for every vehicle you own and every time you drive by, you pick up. OK, maybe not before church, but after.

Don't get caught up in the verbiage saying you have a person for that. If you see it, do it and everyone at the wash shares trash duty.

Finally, I would like to say pollen comes from males right? Thanks guys! ■



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Massimo Fontana
President

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Mars ... continued

one we just had without that recurring income. The keys to the program are pricing it right for your operation. I know people charging \$15 a month and others charging \$150 a month. And in both scenarios it works for those operators. It all depends on your operation. If priced too low or too high you will not achieve ultimate success. Another key is gaining the customer's trust and loyalty. The goal is that they are going to be with you for a long time. Make it easy to sign up, easy to cancel and don't have hidden costs. Once you are able to do all this then promote the heck out of it. The more members means the more money you have coming in every day regardless of the weather.

With all that being said, let's hope it is a busy and prosperous spring. Lots of pollen and sunshine to drive customers to the carwash. ■



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PRESIDENT'S COLUMN

In the first quarter of any new year, we set high expectations for what we hope to achieve over the next 12 months. 2019 is no exception. I know many carwash professionals, operators and vendors alike, have set ambitious goals and milestones and have every intent on reaching them this year. I have no doubt that with ambition and innovation we can all make 2019 an exceptional year, both professionally and personally. But before I dive too far ahead into the goals we have set for the Carwash Association of Pennsylvania (CAP) for the New Year, I want to briefly reflect upon the many successes we achieved over the last 12 months.

2018 proved to be an active and exciting year for the Carwash Association of Pennsylvania! We again hosted our Annual Dinner and Table Top Show in June, followed by our first-ever baseball outing where operators, vendors and their families joined us in Pittsburgh in August. In October, the CAP Annual Golf Outing more than doubled its number of golfers - and funds raised - in just one year. While we're pretty sure some great golf weather had something to do with it, we see this as an all-around win for CAP and the members we serve! Most importantly, we continue to benefit from a very active and engaged Board of Directors who make this organization, and its growth, possible. So thank you - and to our loyal membership base as well.

While it was bittersweet to close the chapter on such an exciting year, I know that 2019 stands only to present more opportunities and yield greater outcomes for the carwash industry in Pennsylvania and beyond.

And we want you to be a part of this!

If you are not a current CAP member, we invite you to join our growing network of operators and vendors from across the Commonwealth. We have hit the ground running in 2019 with plans to invest even more resources into our membership this year, resources that will help carwash businesses better connect, collaborate and contribute to our industry. Please visit us today at www.pacarwash.org to be a part of this movement!

Without hesitation, I can say that the carwash industry is a great community of helpful and generous people. We are faced with some pretty unique challenges, which is all the more reason for us to band together and know that we can call upon one another in a time of need. I am proud of the progress we are making each and every year through the Carwash Association of Pennsylvania - and this year is just one more opportunity to keep the momentum going.

Best wishes for continued growth throughout 2019!



Keith Lutz
President, Carwash Association of Pennsylvania



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Three Brothers Buy First Carwash; Make Improvements and Prove It Successful

By Alan M. Petrillo

Three brothers in Pennsylvania have worked together for a long time in the Bollinger Home Improvement Company started in 1973 by their father Daryl, so when they decided to branch out and invest in a carwash they did it together as a trio, taking turns running and supervising the place while still keeping their positions in the family business.

Ryan, Nelson and Jeff Bollinger bought their first carwash, a five bay self-service wash (one a double length truck bay), in 2011 at 1331 Stony Lane in Lititz, PA.

According to Ryan Bollinger, "When we bought the Lititz

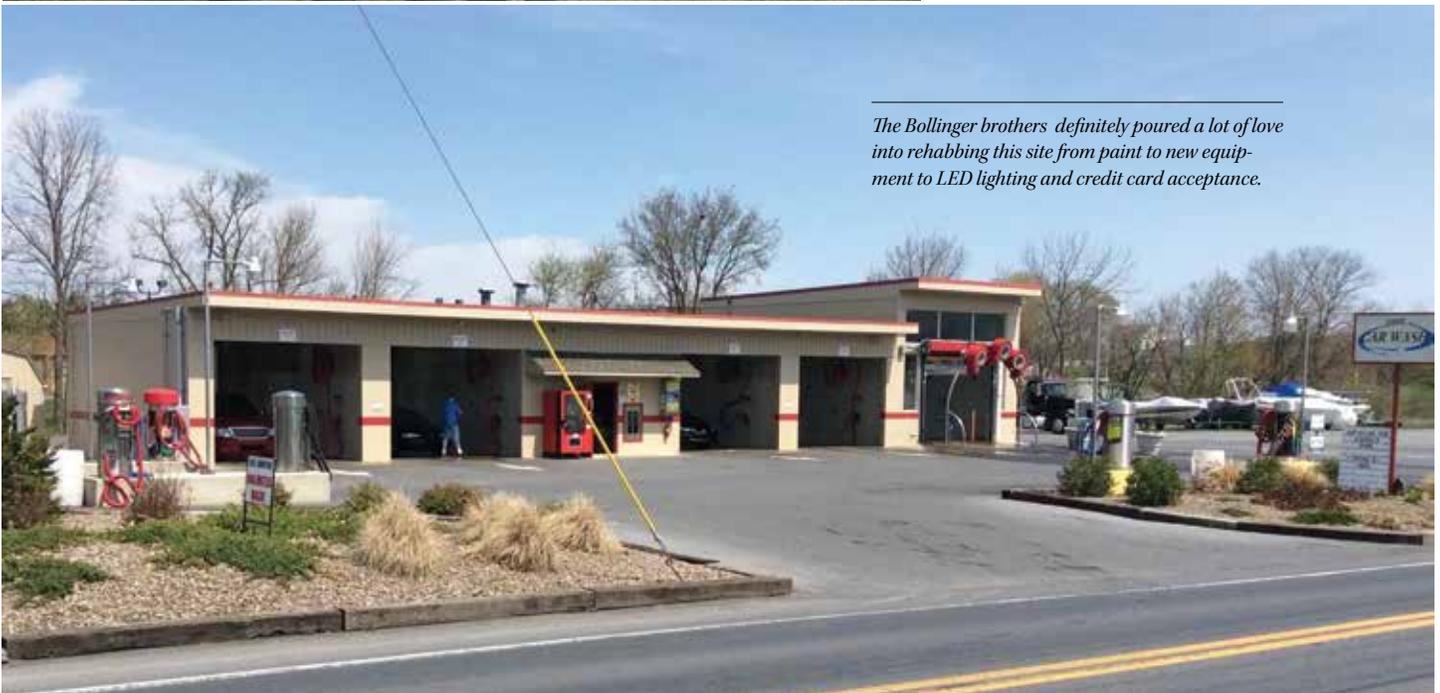
Car Wash it was a bit run down, so we had to make some changes. We painted the exterior of the building, and improved the self-service equipment, along with new coin boxes that accept credit cards, paper money and coins."

Bollinger said that adding credit card acceptance in the self-service bays has increased the number of cars washed and the time used. With the new coin boxes, Lititz Car Wash now charges \$2.50 for four minutes, while additional time is 25 cents for 38 seconds.

"In 2012, we took out the truck bay and put in a Wash-world Razor touchless in-bay automatic," he noted. "We have a price structure of four washes for the in-bay automatic at \$6, \$8, \$10 and \$12 per wash."



*The brothers Bollinger (l to r):
Ryan, Nelson and Jeff.*



The Bollinger brothers definitely poured a lot of love into rehabbing this site from paint to new equipment to LED lighting and credit card acceptance.



Ryan Bollinger said that when the in-bay automatic was installed, the three brothers also acted on feedback from customers and improved more features to the carwash, including security cameras, double booms in each self-service bay, and LED lights on the entire property. The carwash also has five vacuums and one rug shampooer.

The brothers also brought in new air compressors and improved the soaps they use in both the in-bay automatic and the self-service bays. He added that Kleen-Rite is the wash's distributor.

"We fell in love with the carwash industry after attending carwash trade shows and seminars, which we continue to do," Bollinger pointed out.

Nelson Bollinger said that one of the three brothers is at the site every weekend, and during the week they employ an individual who looks after the facility to clean up and oversee operations as needed.

"But the three of us are always looking at the camera images on our smart phones or laptops, and managing things as they need to be done," Nelson Bollinger said. "We also participate in a number of community events, like the Lititz Fire and

Ice Festival every February, and the Grace for Vets (event) on November 11 for veterans and military personnel. This past year we had a great turnout for Grace for Vets, and feel terrific that we were able to give back to the community."

Nelson Bollinger pointed out that Lititz Car Wash also sponsors the Lititz Craft Beer Fest by donating four free tickets to the limited-ticket festival through a competition on Facebook, where the carwash does a great deal of marketing.

He noted that the three brothers are committed to both their employees and customer service.

"We have heard from many of our customers that we have the best touchless carwash in town," Nelson Bollinger said. "We always strive to have a clean facility with outstanding equipment and service."

Possible Future Expansion

As to the future, he noted the three of them are always looking ahead.

"We are going to build a second location in Lititz, a new express wash called Riptide Car Wash," Nelson Bollinger pointed out. "We partnered with Tommy Car Wash Systems and plan on building a 100-foot tunnel with an 85 foot belt conveyor. There will be a microbrewery with look-through walls to view the wash equipment, and a free 12-vacuum Vacutech central vacuum system."

The carwash will have a license plate recognition system, and unlimited wash plans, he added, and construction is expected to begin this spring. ■

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 on Amazon.



The retrofitted wash includes adding a new Washworld inbay automatic where there was a truck bay.



A second wash is on the drawing board for the Bollinger brothers. It will feature a 100-foot Tommy's equipped tunnel with free Vacutech vacs, license plate recognition and an unlimited program.

PRESIDENT'S COLUMN

Well, as you read this column it will be April. The trees will be budding and the pollen will be percolating and we'll have another chance to wash some cars. The winter of 2019 for Connecticut operators was spotty to say the least. Let's just say we got a little too much rain and not enough snow. But onto another season and a new opportunity to wash cars.

On the legislative front, our Lobbyist P.J. Cimini reports that the new Governor, although a proponent of bringing more business to the state, is also eager to impose more taxes on it as well. That is not good news for our efforts to win the repeal of the unfair tax put on our industry several years back. But as we've learned over the years, winning a tax repeal is not a sprint but a marathon, and as an association we will continue to keep our issue in front of the new batch of legislators and we will continue to build relationships in Hartford. That's what you need to do, folks. You need to keep pounding away at it and believe in the cause – and we will continue to do that on your behalf.

On a more positive note, we are planning our 2019 events and intend to host another carwash tour on Wednesday, May 29. Keep an eye on the website and through our eblasts and mailers on the details, but make an effort to come out and learn from some exceptional operators. Take that knowledge home with you and implement some of it at your wash.

On Wednesday, August 28 we are holding our 22nd Annual Golf Classic at Fairview Farm in Harwinton. We decided to move the event to late August as the month of September is very busy for everyone and after our "chilly" rescheduled event last year, we could all use a nice, warm summer day to gather and play some great golf – or not so great! What's important is that we can exchange ideas, talk shop and have a fun day away from the wash. You can also get more information on our website, wewashctcars.com

Hope to see you all at both events!



Bob Rossini
President, CCA

CCA Wash Tour
Wednesday, May 29
For details visit:
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*Deceased Joe Tracy

CCA MISSION STATEMENT

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

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Big Changes in Hartford

By P.J. Cimini

The 2019 Connecticut General Assembly convened on Monday, January 9, with a new Governor and a new General Assembly. In 2019, the legislature will be in session from January 9, through June 5. Here's an overview of the new officials who are now running government in Connecticut.

Governor – Ned Lamont

Ned Lamont has now been sworn in as Connecticut's 89th Governor. Lamont won over Bob Stefanowski in a very close race based on support from the state's urban centers, increased energy, turnout from suburban female voters and an underlying anti-Trump sentiment. He overcame lingering anger and animosity against the former Democratic Governor Dan Malloy to weave together a winning coalition. Lamont has campaigned on encouraging new businesses to come to Connecticut, and running government in a more innovative manner.

The Lamont Team

Governor Lamont tapped the public and private sectors in making the top two key staff appointments when he named Ryan Drajewicz, an executive with Westport-based hedge fund Bridgewater Associates, as his chief of staff and Hartford chief financial officer Melissa McCaw to lead the Office of Policy and Management, responsible for overseeing the state budget.

He made a number of other key appointments including:

- Marc Bradley, as his external and constituent affairs director. He will lead outreach to constituents across the state, including community leaders and local elected officials. He previously served as Lamont's campaign manager, and also worked as a senior adviser to Lamont during his 2006 run for U.S. Senate.
- Robert W. Clark, who was named chief legal adviser, served as a longtime assistant state attorney general and special counsel to outgoing Attorney General George Jepsen. Clark previously worked for the Hartford-based Day, Berry & Howard law firm. He will oversee legal operations for the office of the governor and will be a top adviser to the governor.
- Katie Dykes, will be the new Commissioner of the Department of Energy and Environmental Protection. Dykes will run an agency charged with protecting the environment, fining polluters and enforcing the state's energy policies, including awarding contracts for clean power.
- Joseph Giuliotti, who will be the new Commissioner of the Department of Transportation, worked at Metro-North in the past and signifies Lamont's commitment to rail. He is respected for improving Metro-North's safety and reputation after a series of accidents in Bridgeport, New Haven and the Bronx in 2013 and 2014.
- Colleen Flanagan Johnson, will be the new senior adviser to the governor for politics and communications.

- Maribel La Luz will serve as the Communications Director for the Governor. La Luz will be the primary spokesperson for Lamont and his office, and will direct a team that manages the flow of information about Lamont's policies and activities.
- Paul Mounds will serve as Chief Operating Officer for the Governor. He was the former director of policy for Gov. Dannel P. Malloy and most recently was vice president of policy and communications for the Connecticut Health Foundation. He also worked for U.S. Sen. Richard Blumenthal and U.S. Rep. John Larson, D-Conn. Mounds, in the new position of COO, will coordinate state agencies and the way they serve the public.
- Chris Soto will be the Governor's new Legislative Affairs Director. Soto was a well-regarded young legislator, who resigned his position in the House before the legislature opened its 2019 session, creating a vacancy to be filled by a special election.
- Jonathan Harris, who ended his gubernatorial run with an endorsement of Lamont Harris will be the undersecretary of comprehensive planning and intergovernmental policy. Harris is a former West Hartford mayor, state senator, Democratic Party executive director and consumer affairs commissioner.
- Marc Pelka, a former policy aide at the General Assembly who has advised state governments across the U.S. on criminal justice reforms for the Council of State Governments, will succeed one of the Malloy administration's higher-profile policy aides, former Rep. Michael P. Lawlor, as the undersecretary for criminal justice.
- Natalie Wagner, a lawyer and former OPM undersecretary is now with OPM as the deputy to Melissa McCaw Wagner as her second-in-command.

The General Assembly

Lawmakers opened the 2019 session with optimism and lofty goals, insisting diversity and bipartisan cooperation could overcome the state's budgetary limitations. Going into the mid-term election, the senate was evenly split 18-18, with Democrats holding the majority in the House with 80 seats, compared to Republicans' 71 seats. In what was a major night for Democrats in the General Assembly, the party recaptured the majority in the state Senate and increased its lead in the state House of Representatives. Democrats made their first state legislative gains in 10 years. Democrats gained 12 seats in the House, increasing their advantage over the GOP in the chamber from 80-71 to 92-59.

Senate Democrats Committee Assignments

St. Sen. Martin M. Looney (D-New Haven) will serve as the President Pro Tempore while St. Sen. Bob Duff (D-Norwalk) will be the caucus Majority Leader. Both served in these positions

during the last session and will return to the same slots in 2019. Key State Senate Democrats Committee Appointments include:

- COMMERCE will be Chaired by St. Sen. Joan Hartley (D-Waterbury) and the Vice Chair will be St. Sen. Christine Cohen (D-Guilford)
- ENERGY & TECHNOLOGY will be Chaired by St. Sen. Norm Needleman (D-Essex) and the Vice Chair will be St. Sen. John Fonfara (D-Hartford)
- ENVIRONMENT will be Chaired by St. Sen. Christine Cohen and the Vice Chair will be St. Sen. Julie Kushner (D-Danbury)
- FINANCE, REVENUE & BONDING will be Chaired by St. Sen. John Fonfara (D-Hartford) and the Vice Chair will be St. Sen. Steve Cassano (D-Manchester) and St. Sen. Carlo Leone (D-Stamford)
- GENERAL LAW will be Chaired by St. Sen. John Fonfara (D-Hartford) and the Vice Chair will be St. Sen. Carlo Leone (D-Stamford)
- LABOR & PUBLIC EMPLOYEES Chair will be St. Sen. Kushner (D-Danbury) and the Vice Chair will be St. Sen. Cathy Osten (D-Brooklyn)
- TRANSPORTATION Chair will be St. Sen. Carlo Leone (D-Stamford) and Vice Chair St. Sen. Alex Bergstein (D-Greenwich)

CT State House of Representatives

House Speaker Joe Aresimowicz and Majority Leader Matt Ritter will again lead the House of Representatives for the 2019 General Assembly session. There will be a number of new co-chairs for 11 of the 27 committees. And while several of the most prominent committees will have the same House co-chairs, some panels with new leadership include Education, Energy and Technology, Housing, Judiciary, Planning and Development, and Transportation.

Rep. Steve Stafstrom, D-Bridgeport, will take over as co-chairman of the powerful Judiciary Committee, replacing Rep. William Tong, D-Stamford. Tong did not seek re-election this fall, instead winning his first term as state attorney general. Leadership of the Transportation Committee will pass from Rep. Tony Guerrero, D-Rocky Hill, to Rep. Roland Lemar, D-New Haven. Guerrero, who gave up his seat, lost the Democratic primary in the 9th District to Rep. Matt Lesser, D-Middletown. The transportation panel is expected this year to again debate whether Connecticut should establish electronic tolling on its highways.

Rep. Cristin McCarthy Vahey, D-Fairfield, will succeed Lemar as House chair of the Planning and Development Committee. New Britain Democrat Bobby Sanchez will replace Andrew Fleischmann of West Hartford as House chair of the Education Committee. Fleischmann was defeated in a primary by West Hartford Democrat Jillian Gilchrest, former director of health professional outreach at the Connecticut Coalition Against Domestic Violence. And Rep. Brandon McGee, D-Hartford, will succeed Rep. Larry Butler, D-Waterbury, as leader of the Housing Committee.

Other new committee leaders appointed include:

- Rep. Ezequiel Santiago, D-Bridgeport, Banking;
- Rep. Liz Linehan, D-Cheshire, Children;

- Rep. Daniel Arconti, D-Danbury, Energy and Technology;
- Rep. Kim Rose, D-Milford, Internship;
- Rep. Susan Johnson, D-Windham, Regulation Review;
- Rep. Dorinda Borer, West Haven, Veterans Affairs.

Several major committees will face no change in House Democratic leadership. Reps. Toni Walker of New Haven and Jason Rojas of East Hartford again will lead the two major budget-writing panels, the Appropriations Committee and Finance Revenue and Bonding Committee, respectively. New Haven Democrat Robyn Porter remains House chair of the Labor and Public Employees Committee, which likely will debate a potential increase in Connecticut's minimum wage.

Other House co-chair appointments released by Democratic leadership include:

- Rep. Joe Serra, D-Middletown, Committee on Aging;
- Rep. Caroline Simmons, D-Stamford, Commerce;
- Rep. Mike Demicco, D-Farmington, Environment;
- Rep. Edwin Vargas, D-Hartford, Executive and Legislative Nominations;
- Rep. Michael D'Agostino, D-Hamden, General Law;
- Rep. Daniel Fox, D-Stamford, Government Administration and Elections;
- Rep. Gregory Haddad, D-Mansfield, Higher Education and Employment Advancement;
- Rep. Cathy Abercrombie, D-Meriden, Human Services;
- Rep. Sean Scanlon, D-Guilford, Insurance and Real Estate;
- Rep. Jonathan Steinberg, D-Westport, Public Health;
- Rep. Joe Verrengia, D-West Hartford, Public Safety and Security.

Senate Republicans

Senate Republicans renominated St. Sen. Len Fasano (R-North Haven) as the Senate Republican Leader and St. Sen. Kevin Witkos (R-Canton) as the Senate Republican Leader Pro Tempore. The Senate Republicans represent 13 of the 36 State Senate Districts.

House Republicans

The House Republican Caucus includes 59 state representatives from throughout Connecticut who serve in the 151-seat House of Representatives. The caucus will be led by St. Rep. Themis Klarides (R-Derby) who was chosen by her colleagues for a third term as House Republican Leader. St. Rep. Vincent Candelora (R-North Branford) will serve as the Deputy Republican Leader for House Republicans.

Constitutional Officers

Lt. Governor Susan Bysiewicz

Former long-time Secretary of the State completed a political comeback being elected Lt. Governor. She will bring inside the Capitol knowledge and experience and will likely play a critically important role in the formation of the administration.

Continued ...

Attorney General William Tong

Former St. Rep. William Tong will be the new Attorney General for the State. He previously served as Chair of the Judiciary Committee and the General Law Committee in the General Assembly.

State Treasurer Shawn Wooden

Former Hartford City Council President Shawn Wooden will be the new State Treasurer. He was a bond lawyer at the Hartford based law firm of Day Pitney.

State Comptroller Kevin Lembo

Incumbent Comptroller Kevin Lembo will be returning as the State Comptroller.

Secretary of the State Denise Merrill

Two-term Democratic Secretary of the State Denise Merrill was re-elected and will be returning as the Secretary of the State.

Numerous proposed bills affecting Connecticut carwash companies, employers and employees will be unleashed during the session.

Lamont Opens Session

Ned Lamont's first day as Governor was marked by his honest assessment of Connecticut's challenges and a promise to focus on job and economic growth. "This is our chance to reinvent Connecticut, to think big and act boldly," the newly inaugurated Governor told a joint session of the General Assembly Jan. 9. His address also addressed improving the business climate:

"Get this economy growing again. Connecticut's entrepreneurial zip has slipped. We are no longer a place that is viewed as hospitable or encouraging to new businesses.

"Connecticut needs to harness its prime location, its highly-educated workforce, and its business community to create the Connecticut of tomorrow."

Headed, "As one of the first Governors who comes from the business world, I will be hyper-focused on job creation. My primary objective is to get this economy growing again."

Budget Plan

Lamont's first major action as Governor came in February when he presented his tax and spending plan to the legislature, a demanding task given the state's projected \$4 billion, two-year budget deficit. He promised to deliver "a budget which is in balance not just for a year, but for the foreseeable future," adding that his plan will not include "more funny math or budgetary gamesmanship."

Lamont warned his proposed budget will include difficult choices, and called for collaborative efforts to address the state's looming deficits. "The budget vote will be a tough one, no doubt," he said. "It will be easy to vote no, but I have a responsibility to get us to yes - and we only get there by working together."

'Change the Game'

While Connecticut's post-recession economic growth has trailed the region and the country, private sector job creation accelerated in the last 12 months and the latest GDP numbers show consecutive quarters of expansion. Lamont told lawmakers it was time to "change the game," saying his administration will focus on four priorities: digitizing government

Continued ...

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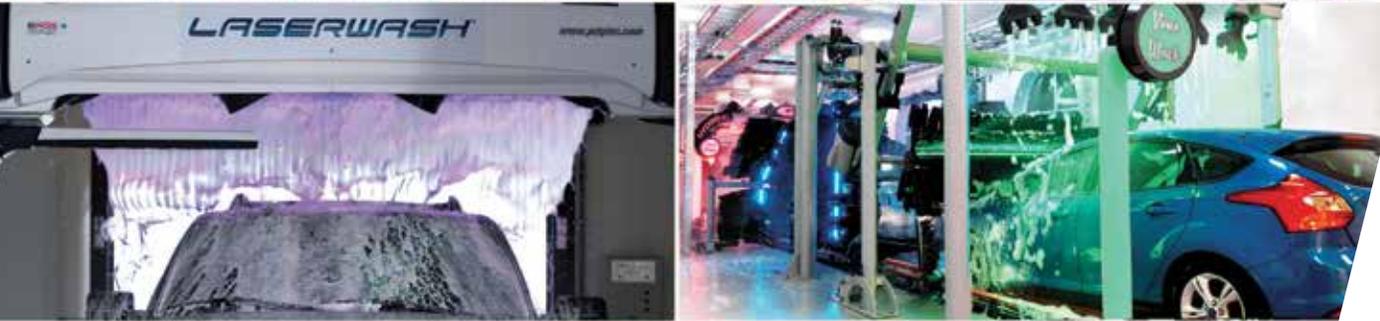
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Lobbyist Update ... continued

operations and services; investing in cities to attract millennials, talent, and business; modernizing the state's transportation infrastructure and developing tomorrow's workforce.

Campaign Promises

He reiterated his campaign promises to implement paid family and medical leave and increase the state's hourly minimum wage to \$15. The Governor also signaled that he would explore state employee pension and benefit reforms

and greater regionalization of municipal services and programs.

"As our liabilities continue to grow faster than our assets, together we have to make the changes necessary to ensure that retirement security is a reality for our younger, as well as our older, state employees, and do that without breaking the bank," he said.

Lamont told lawmakers that many municipal "services and back-office functions can be delivered at a much lower cost and much more efficiently

if they are operated on a shared or regional basis."

Labor Issues

The General Assembly's Labor and Public Employees Committee will be where much of the action initially occurs. Hearings on those bills deemed worthy by the Committee would likely take place by early March. While not yet firmly scheduled, the deadline for the Committee to approve and "forward" bills out of Committee will be sometime in mid- to late March. Bills affecting labor and employment issues may also emerge from other committees (such as the Judiciary Committee).

Understanding that it is difficult to forecast with certainty what action(s) the General Assembly will ultimately take, legislation concerning the following matters may receive serious consideration:

- Revisions to Connecticut's Family and Medical Leave Act (FMLA), including a program of paid FMLA leave;
- Increases to the minimum wage and efforts to increase penalties for employers of "low wage" workers who violate wage and hour laws;
- Gender pay "equity;"
- Revisions to sexual harassment training, posting and policy requirements for employers;
- Revisions to the procedures and remedies available through the Connecticut Commission on Human Rights and Opportunities;
- Limitations on non-competition clauses in contracts;
- Expansion of paid sick leave; and
- Workers' compensation coverage for severe emotional trauma.

Many of these subjects were addressed in prior years via legislation that was passed by a committee (and even one house of the General Assembly) but did not make it to the Governor's desk. The change in the partisan divide in the General Assembly may result in some of this proposed legislation (especially bills with a "pro-employee/pro-labor" or "progressive" bent) actually passing this year.

Continued ...



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Other General Issues

The 2019 Connecticut General session will see the return of many of the same labor mandates that have concerned businesses over the past few years. After Democrats increased their majorities by 12 seats in the state House and five in the Senate, progressive caucus members were quick to unveil their “Big Five” proposals for the session.

\$15 Hourly Minimum Wage

As was reported widely, the top priority among the Big Five legislative proposals is increasing the state’s current \$10.10 per hour minimum wage to \$15. There’s little doubt the votes for a minimum wage hike are there, but the devil will be in the details. Proponents have suggested they would stagger the increases annually beginning next year, and arrive at \$15 by 2023. Regardless, a nearly 50 percent increase in the minimum wage for Connecticut businesses will harm their ability to compete in national and international markets. While minimum wage increases benefit some workers, an increase of this magnitude will result in less entry-level or low-skill employment opportunities.

Paid Family and Medical Leave

Second among the Democrats’ top priorities is enacting paid family and medical leave. For the past six legislative sessions, progressives have attempted to pass a statewide FMLA program that would apply to businesses with as few as two employees. The 2018 proposal, which was not acted on by either the House or Senate, mandated that a certain percentage of an employee’s wages be deducted each pay period to fund the program. In exchange, the employee would be eligible for up to 12 weeks of paid family and medical leave each year at 100 percent pay, capped at \$1,000 per week. Over the past few years, the number of family members in the proposed program for whom leave could be taken has expanded – from siblings and parents to grandparents and in-laws. The 2018 proposal was so broad that it would have granted leave for someone you consider “the equivalent of a family member.”

Workplace Harassment Prevention Training

Last session, the state House failed to take up a proposal approved by the Senate that significantly increased employer-paid requirements for workplace sexual harassment prevention training. Organized labor lobbyists killed the bill they initially supported after it was amended to allow for the revocation of the pension of any state employee convicted of sexual assault. Connecticut is one of three states that mandate certain employers to provide sexual harassment prevention training to certain employees. Currently, any employer with 50 or more employees must provide two hours of sexual harassment prevention training to any employee with supervisory or managerial duties. The 2018 bill required businesses with three or more employees to provide such training to every employee – not just those with managerial or supervisory roles.

Captive Audience

An old proposal that would have interfered with workplace communications was reprised last session and gained renewed

momentum. Captive audience bills let employees leave or skip workplace meetings if they believe the discussion includes the employer’s views on various political topics. The legislation’s intended goal is to prevent businesses from providing their opinions on efforts to unionize the workplace. A chief complaint of the business community is that such a bill is a significant barrier to transparency and interferes with employer-employee communications.

Other Issues

A recently enacted pay equity law that prohibits businesses from inquiring about a prospective employee’s salary history took effect January 1. While its impact on alleviating gender-based salary gaps remains undetermined, advocates may try to expand the law and place new requirements on employers. It also appears likely that a proposal restricting how businesses schedule work shifts will return, and an employer’s ability to use various pre-employment screening processes could be curtailed as well.

Unemployment Fund Shortfalls

Connecticut’s Department of Labor has warned the state’s Unemployment Insurance Trust Fund faces insolvency, sparking new calls for making long overdue reforms to the fund. The department told Governor-elect Ned Lamont’s transition team the fund needs a balance of \$1.7 billion to navigate an economic downturn. The fund’s current balance is \$609 million. Connecticut employers pay federal and state taxes to fund benefits for unemployed residents.

Labor department officials said Connecticut could be forced to borrow from the federal government to pay unemployment benefits, as it did in 2009 during the last recession. The cost of paying that loan back – with interest – fell on employers, who saw their federal per-employee unemployment tax jump from \$42 to \$189 per employee between 2011 and 2015. That was in addition to the larger state unemployment tax.

Raising the earnings threshold was among a series of reforms included in a bill that passed both the Finance and Labor committees during the 2018 session, but was not called for a vote in the state House. The legislature’s nonpartisan Office of Fiscal Analysis said the bill’s reforms would save the fund \$163.7 million in the first two years. Many of the bill’s reforms stemmed from recommendations made in 2017 by Connecticut’s Employment Security Advisory Board, including prohibiting claimants from receiving benefits while also receiving severance pay.

New State Laws Effective January 1

New legislation effective dates are typically January 1, July 1, and October 1 throughout the calendar year. A number of new laws took effect starting January 1. These new laws may have an impact on you, your business, or our community. I have highlighted some noteworthy new laws below and encourage you to take a look at the full list. Please contact me with any questions or clarifications regarding the implementation of these new laws. Here are highlights of some of the top new laws that went into effect January 1:

Continued ...

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Lobbyist Update ... continued

- **Bump Stock Ban:** The act generally makes it illegal to sell, transfer or purchase a "rate of fire enhancement" firearm device typically known as a bump stock. Bump stocks were used in the Las Vegas shooting, in which a single shooter was able to kill 58 and injure more than 850 people.
- **Electronic Proof of Auto Insurance:** Motorists can now present auto insurance proof electronically on a cell phone or other device to law enforcement. The information is generally accessible via an insurer's app.
- **Pay Equity:** Employers will be generally prohibited from asking or directing third parties to inquire about a prospective employee's wage or salary history. Prospective employees are free to disclose salary history and there are certain other exceptions.
- **E-Cigarettes:** E-cigarettes and similar devices must be purchased through employee-assisted sales instead of self-service displays.

- **Insurance Coverage of Essential Health Benefits:** Certain health insurance policies will have to cover 10 essential health benefits that are listed in the Affordable Care Act.
- **\$12 Homeowner Insurance Surcharge:** A \$12 insurance surcharge per year, or \$1 per month, will be applied over the next 11 years to certain homeowner insurance policies. Most of the surcharge will be deposited into the Crumbling Foundations Assistance Fund.
- **Crediting Rating Agencies:** Remember when an Equifax data breach leaked the sensitive information of 143 million Americans? A government report found glaring security errors, but not much changed. The new law prohibits credit rating agencies from charging a fee to place, remove or lift a temporary credit freeze. It also prohibits making consumers enter into agreements to limit the liability of credit rating agency in order to lift a credit freeze.
- A federal law provides for free credit freezes and thaws: Certain



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businesses must provide identity theft mitigation services to customers for 24 months, instead of 12 months, in the event of a data breach.

- **Robo Calls and Spoofing:** Are you tired of picking up a call from a seemingly local number only to find out you “won” a free cruise or owe the “IRS” money? That will likely continue, but it’s now a state crime if a person is caught. It is now a Class A misdemeanor for a person to use a blocking service or other service to circumvent caller ID to transmit robo calls.
- **Increase for Minimum Amount of Auto Insurance:** The new law increases the minimum liability coverage to \$25,000 per person in a crash, \$50,000 per accident for bodily injury and \$25,000 for property damage. Previously, the minimum amounts were \$20,000, \$50,000 and \$10,000 respectively.
- **Regulation of Uber and Lyft:** A new law will require transportation network companies like Uber and Lyft to register with the Department of Transportation, perform background checks on drivers and establish insurance requirements for drivers. The act also allows taxi companies to use apps to calculate rates.
- **Connecticut’s Energy Future:** A comprehensive set of laws that establish requirements for the state to use renewable energy resources. ■



P.J. Cimini

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@csqct.com

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PRESIDENT’S COLUMN

The past few months the New Jersey Legislature has been busy enacting new laws affecting employees and wages. These are big changes that all of us need information on. The past two General meetings of the CWONJ have covered these important issues and been well attended. The first, in November, had Labor Law Attorney Alvaro Hassani provide a great presentation about New Jersey’s new Paid Sick Leave Law. This is a complex and essential part of our life as employers in NJ as of October 2018. All employees, even part timers, are now eligible to earn up to 40 hours a year of Paid Sick leave. We must keep track of their hours and eligibility. At the meeting we were advised by Alvaro that the NJ Department of Labor has hired extra staff and intends to target small businesses such as ours to ensure compliance. The introduction of this state mandated benefit makes it essential that we go over our personnel policies to ensure our compliance and have a legally vetted Handbook that lists our policies. Having clearly explained policies maintains a good relationship between our employees and management.

Your association is working on providing the membership with an approved Handbook Template that can be customised, at a nominal charge, by Alvaro’s firm. For an additional charge, he can work with you to accommodate unique circumstances. When it is finished, we will announce it in an eblast and you as a member will work through our Executive Director, Suzanne Stansbury, to get your copy. In the meantime, I would suggest going on the CWONJ website where we have a powerpoint of the presentation of this meeting. As a side note, today one of my employees who was out sick for two days last week asked to use his available sick time. Yes, employees are aware of this law and ready to use it.

As an association we try to provide our membership with needed State information. In January of 2018 we had a change of administration and there have been various legislative changes working their way into law. Last October we had the new Paid Sick leave and this January the increase in the minimum wage.

We had a great meeting on the subject of hiring car wash employees last week. The speakers were Mary Ellen Olenyk of Hoffman Carwashes in Albany, NY, and Brett Robinson of Splash Carwashes in Greenwich, CT. Were there any big take away points – Yes! Be glad that we don’t have the job of either of those recruiters! Mary Ellen said that every week she has to find and hire up to 15 new employees to fill openings.

I have seen myself in the past few years, and especially the last year, experience a decline in the availability and desire of people wanting to work at carwashes. I believe that most of us have seen this. At this meeting both Brett and Mary Ellen confirmed this issue is not exclusive to us in New Jersey. The reality is that currently there are more jobs than applicants. We have to work at the process and change what we do to better attract help. Our target employee is the Millennial, also known as Generation Y or Gen Y, age range between 23 and 38 years old. This group has grown up with cell phones, the Internet and a different set of expectations out of life and jobs. Our panel provided a lot of information about hiring

Continued ...



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*deceased

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President's Column ... continued

Millennials and some ideas on what works for their organizations in the hiring process. I was completely surprised at how paperless the process has become. Apply online, set up interviews online or via text. Finally, when hired report first day with all your paperwork completed online. Certainly this fits in with trends, and is right in line with what Millennials expect. I feel very much like an antique with my paper job application. But my Windmaster sign reading "Now Hiring" at the street still possibly might work.

The past few months have been very challenging to car-washes with incessant rain, clouds and the lack of road salt. Finally, at the start of February we started washing some cars.

Make sure you attend our annual carwash tour on June 4 and our Children's Specialized Hospital Golf Outing on August 5. Until then, enjoy our next washing season of pollen and bugs!



Doug Rieck
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Premier Car Wash Renovates Neglected Full Service



By Alan M. Petrillo

Dan Saidel, owner of Premier Car Wash at 175 Essex Ave. in Metuchen has taken on another challenge and renovated a 1960s-era New Jersey carwash that had been neglected after it had been revamped 20 years ago.

Saidel said the former Milburn Car Wash, at 17 East Willow St., in Milburn, had a good building footprint, so the shell of the building was about all that he was able to save in the renovation.

"This is a densely populated area of New Jersey that leans toward affluent people where customers still demand full-service carwashing," Saidel said. "The carwash had an absentee owner, it was neglected, and there was not much capital going back into the facility, so it had a tarnished reputation. We bought it, renamed it Premier Car Wash because we have good brand recognition in Metuchen, and want to build that brand in Milburn."

Saidel said the renovation meant putting in a completely new concrete slab in the building, which has a 150-foot tunnel,

and adding a new 165-foot conveyor, wall panels, windows, epoxy flooring, dryers, and a chemical distribution system.

"We put in McNeil equipment with TSS arches, LED lighting and waterfalls," he pointed out, "and also McNeil Neoglide foam brushes. We also opened up the spaces where possible by higher ceiling heights."

Saidel noted that the Milburn location is a full-service carwash, but that it also will do exterior washes and offers express services. Its Silver exterior wash is \$14.99 and includes vacuuming, wheel cleaner, window cleaning, dashboard wiping and towel dry. The Gold wash is \$20.99 and includes the Silver services, plus rust inhibitor, triple foam wax, sealer wax, rim brightener, and undercarriage wash. The Platinum wash is \$26.99 and includes extreme shine wax, clear coat, Rain-X, air freshener, powerwash rubber mats, and tire dressing, plus Gold and Silver services.

Express services include Carnuba hand wax, synthetic Lux hand wax, spray wax, super clean, carpet shampoo, seat sham-



Saidel ripped out all the old equipment, including these mitters, and replaced them with McNeil equipment, TSS arches and LED lighting.





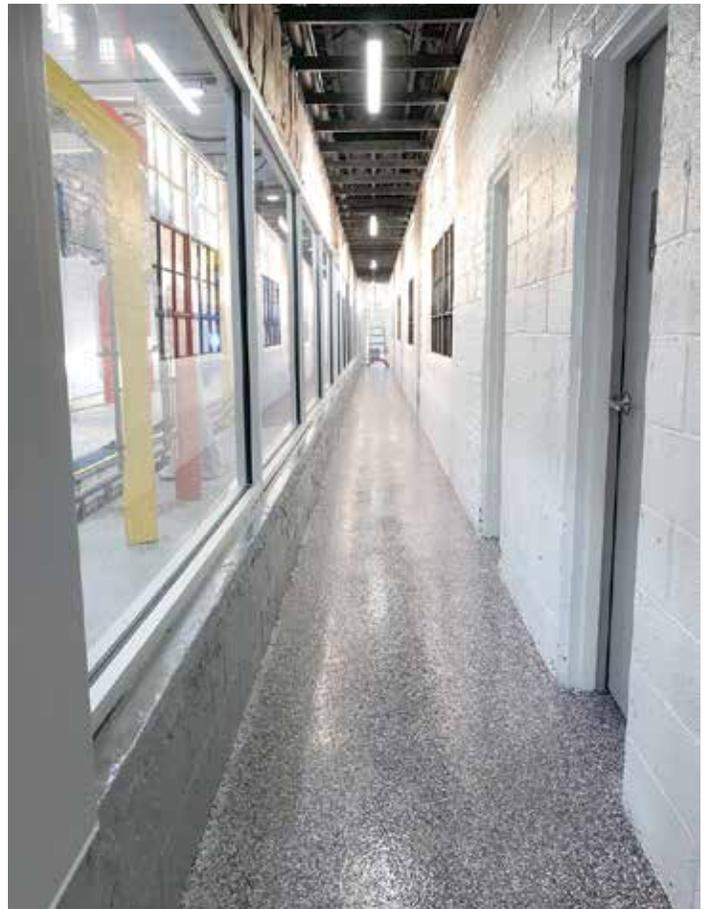
There's plenty of sizzle to entice customers at this site.

poo, interior conditioning, and leather treatment. Premier Car Wash also offers express, interior and full detailing services, with prices starting at \$140 for exterior and interior services, and \$225 for full service.

Premier Car Wash offers unlimited monthly wash plans at both its Milburn and Metuchen locations, which are about 17 miles from each other, but the plans are vehicle and location unique. Premier uses a Micrologic point of sale at each location.

Saidel said he acquired the property in April of 2018, closed the place on August 15, and reopened the renovated carwash at the end of October that year.

"We are very pleased with the feedback we have received from our customers," he said. "We are still trying to win back customers who were unhappy with the former carwash operation, but those who have come back to us tell us that they are overwhelmed with what we have done and are very impressed. Our team of 10 employees is doing a great job of finishing the



The viewing walkway is clean and bright.

cars, the equipment is doing a great job of cleaning the cars, and we are turning out a great end product." ■

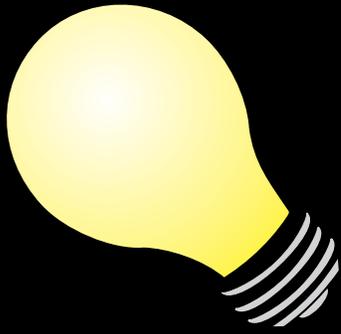
Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He's the author of the historical mysteries, Full Moon and Asylum Lane, and his latest historical thriller, A Case of Dom Perignon, all available on Amazon.



The renovated tunnel also features a new 165-foot conveyor, wall panels, windows, epoxy flooring, dryers and a new chemical distribution system.



I think the signage says it all. The 1960's-era wash needed a major facelift but boasted good bones.



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Geller

Talk Internet for Car Washers

2018 Was a Wet One!

According to NJ.Com, 2018 was the wettest year in New Jersey history. They have provided a county-by-county breakdown of the "wettest towns in 2018" (determined by total rain, melted snow and sleet).

Belmar	80.90"
Mine Hill	79.89"
Rockaway	79.28"
Lakewood	78.00"
Hardyston	77.77"
Bethlehem	77.29"
Howell	76.96"
Stafford	76.83"
Southampton	75.90"
Little Falls	75.84"
West Caldwell	75.45"
Randolph	75.44"
Jefferson	75.16"
Andover	75.16"
Lacey Twp.	74.53"

Wet Days in 2018

Days with at least some measurable precipitation, defined as 0.01 inches or higher according to the National Weather Service database:

New York City	158 days	43%	13.2 days per month
Newark	149 days	41%	12.4 days per month
Trenton	148 days	41%	12.3 days per month
Philadelphia	145 days	40%	12.1 days per month
Atlantic City	140 days	38%	11.7 days per month



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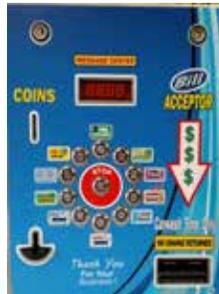
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CWONJ Explores Paid Sick Leave at Fall Membership Meeting



The Car Wash Operators of New Jersey's Fall Membership Meeting, Monday, November 12, at the Holiday Inn in Clark, attracted nearly 50. The evening's topic, "NJ's New Paid Sick Leave Law," is top of mind with the impact on big as well as small employers across the state. Alvaro Hasani, labor lawyer with Fisher Phillips has authored "New Jersey's Paid-Sick-Leave Law: What Employers Need to Know," speaks on the topic across the state and certainly provided attendees with great information on the ins and outs of the law.

According to Hasani, the new law is certainly not "employer friendly." "This law is meant to protect employees, not employers," he said. "It's complicated and you really need to become familiar with it."



CWONJ President Doug Rieck (second from left) presents the Shammy Shine team with the association's 2018 Car Wash of the Year honor at the fall membership meeting in Clark.



CWONJ President Doug Rieck bestows Shammy Shine Owner, Craig Stem, with the 2018 Car Wash of the Year plaque.



Featured speaker Alvaro Hasani with Fisher Phillips spoke on the New Jersey New Paid Sick Leave Law.

Hasani has provided the CWONJ with information and guidance on complying with the law that can be found on the association's website, cwonj.com

Carwash of the Year

On a lighter note, CWONJ President, Doug Rieck, presented Craig Stem of Shammy Shine with the association's 2018 Carwash of the Year award meant to recognize an outstanding operation that embodies professionalism, innovation and the high standards of today's professional carwash facility.

In 1975, Craig and Dave Stem of Stem Brothers, Inc., opened their first automatic carwash on Route 12 in Flemington. Forty-three years later, they operate 15 washes and employ nearly 200 at their locations in western New Jersey and the Lehigh Valley of Pennsylvania including express, self-service, quick lubes and detailing services. ■

For more information visit cwonj.com

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Hiring the Topic at Winter Membership Meeting

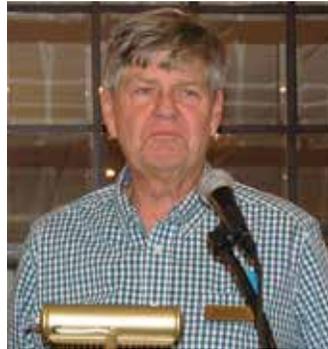
The Car Wash Operators of New Jersey (CWONJ) met at the APA Hotel Woodbridge in Iselin on Wednesday, February 6, for its Winter Membership Meeting. The topic of the evening focused on how best to recruit, hire and retain employees led by industry Experts Mary Ellen Olenyk, Director of Human Resources at Hoffman Car Wash in Albany, NY, and Brett Robinson, Human Resources/Sales Trainer for Splash Management in Greenwich, CT. The presentation ran more than an hour and touched on various methods each wash uses to attract and retain good people. "All of our hiring is done online," said Olenyk. "That is just the way it is done today; there's no way around it."

Both recruiters use the website Indeed, an employment-related search engine for job listings that was launched in 2004, as well as other social media platforms to attract prospective applicants.

Prior to the meeting the group enjoyed hors d'oeuvres sponsored by Micrologic Associates. The meeting was sponsored by Innovative Control Systems. ■



Brett Robinson, Human Resources/Sales Trainer for Splash Car Washes in Greenwich, CT, and Mary Ellen Olenyk, Director of Human Resources for Hoffman Development Corp. in Albany, NY, shared their knowledge on how to attract, hire and retain great employees.



CWONJ President Doug Rieck addressed the membership at its February 6 meeting in Iselin.

For information on the association's next events visit cwonj.com

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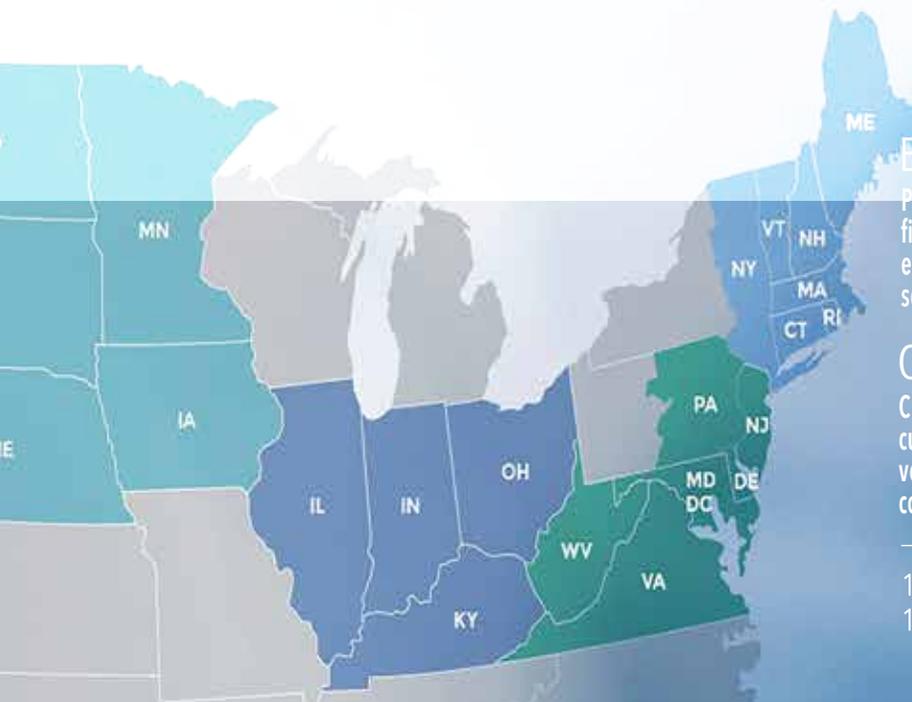
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PRESIDENT'S COLUMN

The Mid-Atlantic Carwash Association (MCA), as always, is busy with interesting and fun events for members, our signature environmental outreach program, Wash to Save the Bay, and monitoring state legislation potentially impacting our members.

MCA wrapped up 2018 with its Virginia meeting on November 28 in Charlottesville. Starting in the early afternoon, MCA held open houses at Washtech (facility tour), Green Express, All American Carwash and two Car Lovers locations. The Boar's Head Resort, decorated in its holiday glory, welcomed MCA members and guests, and all enjoyed a reception and buffet dinner. The speaker was Jennifer Rapp, Bio-Engineer and GIS Specialist from the US Geological Survey. She provided fascinating information on the various chemicals and other harmful substances that make their way into the rivers and streams and into the water supply. The good news is that none of what is being found seems to be related to carwashing.

The Maryland Spring meeting is set for March 13. There will be a tour and tasting at the Guinness Open Gate Brewery and Barrel House, just off US 1 near Elkridge. There is a pre-paid fee of \$15 for the tour and space is limited. Dinner will follow at the nearby, elegant and historic Elkridge Furnace Inn. The program is still being finalized, but it will tentatively be on carwash lighting. A block of rooms is available at the nearby Best Western Plus, BWI.

On April 17, MCA will return to Dominion Raceway in Woodford, VA. This will be MCA's third year to meet at Dominion. A big "thank you" to our host Dave West, Sales Manager at Dominion Raceway. From 3 – 5:30 p.m. there will be a Fredericksburg, VA, area carwash open house. There will also be Speed Karting and Paced Laps (advance registration is required, along with payment on site for these activities). There will be an open bar reception between 5 p.m. and 6 p.m., followed by a cash bar reception between 6 and 7 p.m. A barbecue buffet dinner will follow. The speaker is Justin Salisbury on Leadership. Justin is COO of the Breeze-Thru Carwash in Cheyenne, WY, as well as the Founder of Leadership Worth Following. Two operators may attend free per member wash, with \$35 per person for additional operator attendees. Vendor members are \$65 per person and non-member vendor attendees are \$85. MCA has reserved blocks for rooms at the Holiday Inn Express and the Best Western a short distance from the raceway.

Wash to Save the Bay will run the entire month of June in 2019. Since 2013, MCA has raised more than \$60,000 to support the Chesapeake Bay Foundation. The month-long program will allow more options for washes and vendors to participate, avoid weather issues and allow the re-use of printed materials and banners. There is no participation fee for members. Participants in Wash to Save the Bay 2019 will receive promotional buttons for employees, as well as a framed participation logo sign for display.

MCA monitors relevant legislation and we have just learned that a bill to raise the minimum wage to \$15 per hour is pending in Maryland. MCA will keep an eye on this bill and report to Maryland members via email on further developments.



Dave DuGoff

Dave DuGoff
President



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BrightWave Express Exceeds Projections

By Alan M. Petrillo

A first-time carwash owner/operator in Maryland, Mark Richardson, has exceeded the first two-year projections of his five-year projections for BrightWave Express Car Wash LLC, so that he is considering adding three more carwashes under the BrightWave name over the next five years.

BrightWave Express Car Wash, at 1550 Pulaski Highway in Edgewood, MD, is a 130-foot express carwash tunnel with 20 free central vacuum bays.

"Sonny's is the predominant make of equipment in our tunnel," Richardson said, "and we offer free use of Windex and microfiber towels in the vacuum area, and also have a vending bay with automatic mat washers. Our auto pay stations are manufactured by DRB and they accept all credit cards, debit cards, cash, coupons, gift cards, Apple Pay and Android Pay."

Richardson said that previously he owned a home medical equipment business for nearly 20 years, but found that the industry was slowly dying because of decreasing profits and over regulation by the government.

"I took an opportunity to sell that business about four years ago, and was looking for an opportunity that would require few employees, have little or no regulation, and obtain payment at the time of service so there would be no receivables," he noted. "The

Owner Mark Richardson built the wash on Pulaski Highway in Edgewood, MD, with the help of Tim Hogue at ModernWash.



express carwash model fit all of those requirements, and furthermore, there was a need in our market for a good quality carwash."

Richardson said he engaged consultant John Pierce of Alliant Carwash Services to advise on the carwash concept, as well as the pros and cons of various pieces of property Richardson was considering to buy.

"We selected a 2.3-acre triangular shaped property on a divided U.S. highway where the speed limit slows a bit and has a turn-around through the median right in front of us," he said. "When we opened in January of 2017, we were the first to market with an express wash, which drew customers to us, and now we promote ourselves by our reputation and the excellent product we put out."

BrightWave Express Car Wash has four wash packages: \$7 for the Pure & Simple basic wash; \$11 for Clean & Protect that adds undercarriage spray, bug or salt prep, triple foam polish, and protectant; \$15 for Wheel Deal Plus that adds wheel blaster, wheel bright, and tire shine; and \$17 for the Ultimate Shine, which adds wax a four-part lava paint sealant process, and a 24-hour rewash guarantee.

Continued ...



The wash boasts 20 free central vacs.



The 130-foot express wash is two years young but exceeding expectations.



The squeaky clean and bright tunnel features an extra wide footprint to eliminate any claustrophobic tendencies.

BrightWave Express ... continued

Richardson said the carwash has 10 employees and washes approximately 100,000 vehicles a year.

"We also have discounted fleet pricing for companies with a minimum of five company-owned vehicles, and who pay with a company credit card," he said.

BrightWave uses a water reclaim system of three 2,000-gallon underground tanks to recycle 80 percent of the water it uses.

"That means we use fewer than 25 gallons of fresh water per car," Richardson observes, "making Bright Wave the most water-efficient means for washing a car."

Exceeding Projections

The first two years of business, Richardson said, "Broke though the first two years of our five-year projections, so the bank is very happy with us. BrightWave is in Harford County, a suburb county outside Baltimore, and because we've been so pleased with our experience, we are considering building three new express locations in the area to the east of Baltimore in the next five years."

Would Richardson consider buying an existing carwash and turning it into an express wash?

"We worked so hard on this one to develop the BrightWave brand, that it would be difficult to take an existing site and turn it into our brand," he said. "We would have to raze the building and essentially start from scratch."

Richardson pointed out that another consultant he worked with on BrightWave was Tim Hogue, president of ModernWash.



Pictured are greeters Nick Cukr and Delaney Jennings.

"They design buildings and provide a lot of the raw materials, like steel and the polycarbonate roof we used," Richardson said. "We worked with ModernWash for about a year before getting plans approved by the county for the design of our building."

"Our tunnel has steel columns with a curved steel manufactured roof with translucent polycarbonate panels that make the roof look like a wave. And one side of the tunnel is all glass so it looks and feels airy to the customer."

Richardson added that, "the building is extra wide so the tunnel is not claustrophobic, and we do a lot of cleaning daily to keep things spotless inside the tunnel. One side is a white vinyl wall behind which is the equipment room, so we put a graphic mural on that wall which we clean every night. The tunnel has plenty of extra LED lights, and we put scents in the chemicals too. We have had a lot of good comments online, especially on Google." ■

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 on Amazon.

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PRESIDENT'S COLUMN

By the time this message gets to you, I hope, and expect, that the unprecedented rainfall is behind us, and we savored sunny days full of snow and salt covered roads to keep us smiling. New England winters are something we look forward to in the carwash industry.

Business got off to a rainy start in 2019, but there was a silver lining. Many operators and vendors have told me they used this time to focus on improving their companies through technology upgrades, maintenance, strategic planning, time with family and personal development. In this new year, I'd like to think we all can benefit from shifting our perspective to consider how even the most frustrating events can provide us opportunities for growth. Everything that happens to us, good and bad, can fuel our work.

I'd like to thank our 2019 Board for offering their time, knowledge and expertise to enhance our industry and recognize the newest officers: John Shalbey of Rojo Car Wash, David Blackman of Blue Wave Car Wash and Jeffrey Katseff of Turnpike Car Wash. I'd also like to recognize the outgoing Board Members honored at our January Meeting to again thank them for their incredible service: Darold Evans of Sandwich Car Wash, Tony DeBarros of Balise Car Wash and Dave Ellard of Triple Play.

Now is the time when many of us are evaluating New Year's resolutions to demand the best for and of ourselves. Here are three to consider:

Connect with a NECA member who can make your business better. As the late motivational speaker and author Jim Rohn once said, "You are the average of the five people you spend the most time with." Genius comes from an ecosystem of people who support each other, challenge each other, copy each other, and contribute new ideas. Great work is not created in a vacuum. Try connecting with one new person that can push you and your business to the next level in 2019.

Participate in one new NECA activity (i.e. serve on a committee, write an article for our newsletter, help plan a future program and more). Excellence stems from modifying our habits to drive positive change. Regardless of how far along you are in your career, you're either progressing, stagnant or regressing. Trying new activities will push you forward.

Invite one new manager, employee or industry-related partner to learn with you at an upcoming association program. Hemingway said that we're all apprentices in a field where no one is the master. Maintain that attitude even at your height of success. There's always something new to learn so why not help your team and partners reach new heights with you.

Our Board is excited to address trends and concerns important to you. We are developing a robust reputation management strategy for our members and industry to be implemented in 2019. We've organized many thoughtful programs the past few years from discussing XPT gates to autonomous self-driving cars to managing the online identity of your business in a digital world. However, with all the educational programs, sometimes we forget to have a little fun. Our January meeting with Boston Improv entertainment was a reminder that we can all laugh a little bit and relax together even when the weather is not ideal. Don't waste your day shaking your fist at the clouds. Instead, let's look forward

Continued ...

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Do You Have a Charity You'd Like the NECA to Support?

Since 2003, as a result of our Golf Outing, the New England Carwash Association (NECA) has made more than \$80,000 in contributions to worthwhile non-profit organizations. Recipients have included Make a Wish, the Boys and Girls Club of Providence, NEADS, Lovin' Spoonfuls and many more.

The Board of Directors invites our members to suggest candidates for our 2019 donation. Email the name of the organization, their website and if known, the person to contact with his/her phone number and email address. A decision will be made shortly, so don't delay. ■

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President's Column ... continued

to refocusing our energy and perspective toward opportunities for growth in our industry, our businesses and ourselves.



Mathew A Paisner
 NECA President

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TREASURER'S REPORT

New England Carwash Association, Inc.



January - December 2018

Income

Interest Income.....	\$2,570.19
Meetings.....	\$48,070.00
Member Services.....	\$4,094.94
Membership.....	\$32,830.00
NRCC.....	\$30,023.98
Scholarship.....	\$8,474.90

Total Income..... \$126,064.01

Expenses

Advertising and Promotions.....	\$6,500.00
Board Expenses.....	\$4,734.35
Charitable Contribution*.....	\$15,400.00
Insurance.....	\$1,817.00
Management Services.....	\$42,106.04
Meetings.....	\$34,050.81
Member Services.....	\$1,179.32
Membership.....	\$1,170.58
Office Expense.....	\$3,647.23
Professional Expense.....	\$2,425.00
Scholarship.....	\$3,022.45
Tax.....	\$100.26

Total Expenses..... \$116,153.04

Net Income..... \$9,910.97

Cash Balances

Citizen's Bank Savings.....	\$89,811.93
Citizens Checking.....	\$76,976.42
TIAFF (EverBank) CDs.....	\$105,041.66

Total Checking / Savings..... \$271,830.01

** \$5400 donated to NEADS in early 2018 from 2017 Golf Outing
 \$7000 donated to Lovin' Spoonfuls from 2018 Golf Outing
 \$3000 donated to the NECA Scholarship Program from 2018 Golf Outing

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NECA's 2019 Winter Dinner and Program Strikes a Lighter Note

As a departure from the usual serious programs, we featured some comic relief from work-day concerns at the New England Carwash Association's (NECA) January 8 membership meeting. Several companies brought their whole teams to dinner and a performance by Improv



Boston. Many in the audience proved very good sports by participating in the antics, and once again, Nir Drory proved himself a natural comedian. We thank Kevin McLoughlin, the dinner meeting chair, for arranging something so different to start the year.

We also recognized the contributions of outgoing Board of Directors members:

- ❖ Darold Evans of Sandwich Car Wash exhibited extraordinary dedication to service despite his long drive. He rarely missed a Board meeting or association event and was a very active participant in our strategic planning work.
- ❖ Tony DeBarros of Balise Car Wash's award was accepted by Matt Masulli. Tony's infectious energy and good humor assisted us in all of his participation in and work for NECA.
- ❖ Past President Dave Ellard of Triple Play Car Wash also was honored. In 2013, we needed a Treasurer with business experience and although still relatively new to the industry, Dave stepped in and proved a quick study. He has been an important part of our Board, especially in leading strategic planning, and served as President in 2015-2016. He continues to be actively involved in leadership initiatives. ■

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Save the date for our next major event: the Annual Table Top Show and Carwash Tours on Tuesday, June 4.

Our committee is actively working to change things up quite a bit this year.

Hint: Our reception venue is The Winery in Dorchester.

Check the NECA website for details and to register.





Darold Evans flanked by Dom Previte and Mathew Paisner.



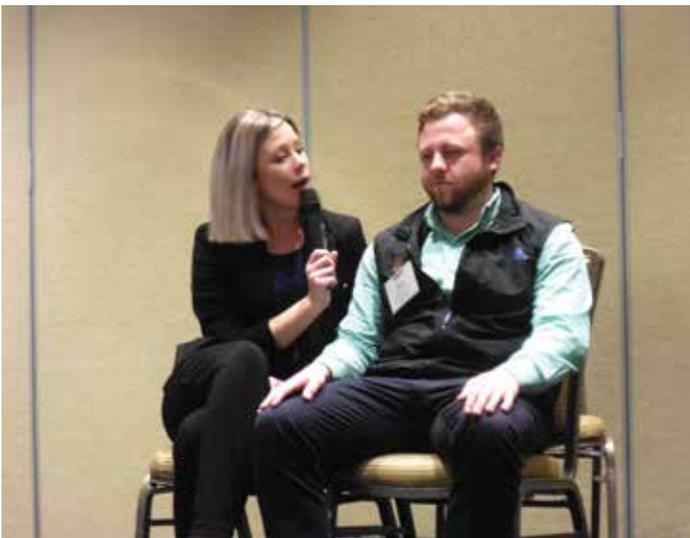
Matt Masulli accepting for Tony DeBarros (center) with Dom Previte and NECA President Mathew Paisner.



Dave Ellard flanked by Dom Previte and Mathew Paisner.



The Triple Play team.



Bob Brown with Washify is straight faced good sport.



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

Recipients will be evaluated and chosen based on their high school/academic standing, leadership capabilities, community involvement, strength of character, personal achievement, plan of study and future goals. Financial need also may be considered.

Please be sure that applications are faxed, or postmarked, by April 29, 2019.

NECA will notify recipients by mail on or before June 3, 2019.

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PRESIDENT’S COLUMN

No matter what side of the political isle you are on, the amount of legislation and regulation coming out of Albany is at a record pace. As I write this column, the Call In/Out regulations put forth by the Department of Labor (DOL), at the Governor’s direction last year, have still not been implemented. Our hope is it will stay that way or at least be modified to reflect the comments and concerns of small business owners from across the state.

The past few months have been extremely busy for the New York State Car Wash Association (NYSCWA) Board of Directors, as well as supportive operators from across the state, as we continue to lobby for common sense changes to the Call In/Out regulations. I would like to specifically thank Ron and Brett Benderson from Delta Sonic Car Wash, Jeff Gold from Buckman’s Car Wash and Tom Hoffman Jr. from Hoffman Car Wash for their help with this issue. They have been vigilant and unyielding on your behalf fighting this issue.

Members of our association, along with other small businesses, submitted comments and testimony in opposition to the original regulations, but these comments and testimony appear to have been ignored with the release of the revised regulations. In fact, the changes to the regulations are more detrimental than the original proposed regs. The members of the NYSCWA do not oppose the department’s desire to protect workers, we would have willingly worked with the DOL in crafting common sense regulations. Our opposition is to the fact that the creation of these regulations appear to be one sided. Our association, like other associations, was never contacted and asked for input in the creation of these regulations, whereas in his opening statement Stuart Appelbaum, the president of the RWDSU (Retail, Wholesale, Department Store Union) praised the DOL for consulting with them on the “...various permutations of scheduling practices and we appreciate that outreach.” The DOL’s statement claiming, “There will be no adverse impact on small business...” is simply not true. During testimony and in the comments submitted by our members they outlined the specific costs associated with this regulation.

Under the proposed new regulations small business owners would need to post schedules two weeks in advance and there are specific requirements that revolve around the impact of changing employees’ schedules and the corresponding “penalty” that employers will need to pay.

Many businesses see significant drops in business due to the weather, a very unpredictable factor. As I write this column we have just had a major winter storm that blanketed the Northeast. I looked back two weeks and the weather forecasters seemed to have missed predicating the storm but the DOL would like us to predict our staffing needs with far more accuracy than their weather forecasters.

We explained during our testimony and written comments that the result of

Continued ...



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President's Column ... continued

the increase of minimum wage, the implementation of the Family and Medical Leave Act (FMLA) and now these regulations will result in lost jobs and increased automation at our washes. As part of our written comments we supplied letters from carwash employees (who opposed these regulations) as part of our testimony. They understand the financial impact these regulations will have on their employers and realize their jobs are in jeopardy.

The majority of carwash employees across the state are part-timers, and many are students who enjoy the flexible schedules. These regulations will force many operators to reduce staff sizes and eliminate the opportunity for many whose first job is at a carwash.

I have traveled across the state and spoken to anyone who would listen and asked that they consider a common sense approach, not the one size fits all approach that the DOL is choosing thus far. I would urge the DOL to rethink their position regarding these regulations. These regulations impact thousands of employees working in industries that are impacted by constantly changing weather conditions. And then there is the financial impact to manage this process as well as the payroll costs associated with it that will force many small business owners to make dramatic changes to the way they do business, not due to market factors or customer demands, but increased government regulations.



Walter Hartl
President, New York State
Car Wash Association



Mets vs. Nationals
Wednesday, May 22
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INNOVATEIT IN OUR SUMMER ISSUE!**

New York State Car Wash Association
Profit and Loss



January - December, 2018

Income	
Meetings Income.....	7,420.00
Membership Dues	17,251.00
Northeast Convention Income	30,023.98
PAC Contributions	0.00
Promotional Fees	0.00
Vendor Sponsorships.....	4,950.00
Total Income.....	\$59,644.98
Gross Profit.....\$59,644.98	
Expenses	
Advertising/Promotional	194.40
Bank Service Charges	20.00
Board of Directors Expenses.....	534.83
Director Fees	21,000.00
Dues & Subscriptions	2,575.00
Insurance Expense.....	779.00
Legislative Fees	22,250.00
Meetings Expenses	13,223.08
NRCC	137.50
Office Expenses	1,504.10
Postage Expense.....	502.46
Printing/Graphics	278.00
Professional Services fees.....	660.00
QuickBooks Payments Fees	732.33
Telephone	215.28
Travel	320.90
Website Host	359.40
Total Expenses.....	\$65,286.28
Net Operating Income.....	-\$5,641.30
Net Income.....	-\$5,641.30
Checking Account Balance	\$40,044.80
PAC Checking Account Balance	\$13,081.75
Money Market Balance.....	\$56,187.36
Total Cash on Hand.....	\$109,313.91

Monday, Jan 14, 2019 05:09:54 PM GMT-8 - Cash Basis



Hoffman Car Wash Transforms Warehouse; Streamlines Operations

By Suzanne L. Stansbury

Hoffman Car Wash never rests on its laurels. The 30-location upstate chain (washes, Jiffy Lubes and a J.D. Byrider franchise) has recently transformed its 12,000 square foot 1960's warehouse into a state-of-the-art production facility that will enhance its continued growth, according to Hoffman Development Corporation's President, Ron Slone. "We wanted to have a more collaborative workplace and create more transparency," said Slone. "The more organized we are going into a project, the better that project's outcome.

"Transforming our warehouse facility will bring everyone together where we can be more creative and productive," said Slone.

And what a transformation! A once tired and dreary warehouse now features a clean, expansive space in which to built equipment and hammer out new projects. A number of high



(Above, the before) The company has used this warehouse since opening its first wash in 1965.

(Below, the after) Hoffman Development Corp. completed the transformation of its existing warehouse in Albany in the fall.



end, ergonomically-equipped offices, an open-concept kitchen and meeting space with tables fabricated out of carwash equipment round out the transformation. And did I mention the "climbing dudes" in the conference room next to the "Together We Climb" sign, also fabricated by the company? Just a little touch that makes this space uniquely Hoffman.

But speaking of projects, for the last several years, the company has had a new wash build on its drawing board annually. With the reworked and upgraded warehouse, maintenance, construction, landscaping, IT and their project team are now all under one roof. "The reworked space has been well received and our folks like the fact that we are reinvesting in their work place and in equipment needed to streamline our wash builds," said Slone.

Streamlining production is critical to keeping costs down and employee morale high, said CEO/Co-Owner, Tom Hoffman, Jr. "Our newest location in Binghamton (1261 Upper Front St.) is two hours away from our warehouse in the Capital District so building motor controls, conveyors, application arches, wheel blasters and dispensing systems here might have helped us cut our build time in half with that new location."

Warehouse #2

And regarding employee morale, Slone said that literally the last new hire in the company on the administrative side, that now boasts 700 employees, got a converted closet for an "office." But not for long. The company has also purchased land that will house a 30,000 square foot ground-up building to accommodate their corporate offices and new manufacturing company, InnovateIt, right behind the existing warehouse. That building is slated to be completed later this year. "InnovateIt is now manufacturing conveyors, dispensing units and



The warehouse is now a facility to fabricate equipment for the company's continued growth and for their new startup, InnovateIt.

Hoffman Development Corp.'s Ron Slone and Tom Hoffman, Jr. in the facility's conference room next in front of the "climbing dudes" symbolizing the company's unity.

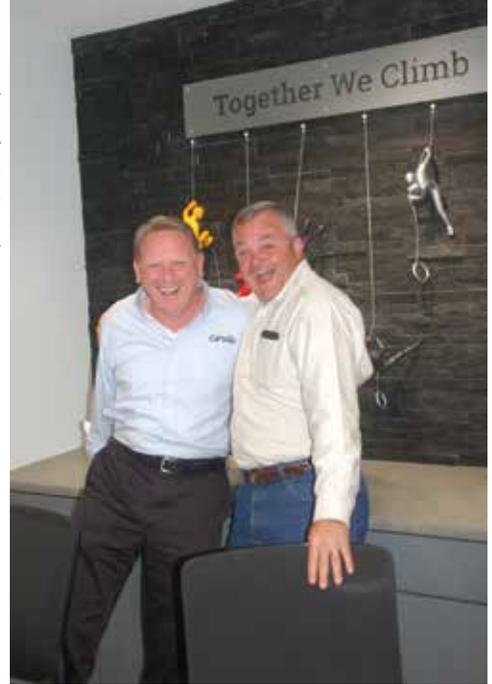
wheel blasters to market to the industry," said Hoffman, who heads up the startup.

But at the core of Hoffman Car Wash are its employees; it's most valuable commodity, according to Slone. "To get good people you need an atmosphere that attracts and keeps them. You need to engage them and challenge them."

It seems obvious that this is exactly what the company is doing. ■

Hoffman Car Wash opened its first wash in 1965 in the town of Colonie. Since that time the company has grown to 700 employees, 12 exterior washes, 2 flex serves, 3 full serves, 4 self serves/inbay locations and 9 Jiffy Lubes. They also run a J.D. Byrider franchise. To learn more visit hoffmancarwash.com

Suzanne L. Stansbury is the Editor/Publisher of the Northeast Carwasher magazine. You can reach her at mediasolutions@nycap.rr.com



CEO/Co-Owner of Hoffman Development Corp., Tom Hoffman, Jr. stands, not sits, at his new desk.



The before and after of the warehouse's restroom.



The conference room table was fabricated in-house.





New Dynamic In Albany; Same Issues

William Y. Crowell, III

The 2019 legislative session is underway in Albany with a new political power dynamic as the Democrats control the governorship and both houses of the legislature. The Republicans in 2018 had 31 members and one Democratic member who caucused with them. The 2019 election swept in a majority of 40 Democratic members, a net loss of eight seats for Republicans. The change in control in Albany has brought new priorities and a different perspective on many issues. The former Republican majority was regarded as more sensitive to business and economic issues.

The budget submission by the Governor for 2019-20 includes a new proposal to increase criminal penalties for employers who knowingly or intentionally commit wage theft. The Governor asserted that more than \$35 million was returned to victims of wage theft in 2018. A number of carwashes located in New York City have been charged with wage theft over the last several years. This situation has made carwashes a target of New York State Department of Labor (DOL) investigations. As a consequence, carwash operators need to be meticulous in their compliance with the wage laws.

The Governor's proposal amends the Labor Law to increase penalties from a Class B misdemeanor to varying degrees of a felony depending on the amount of wages involved in the theft. The court is also empowered in such cases to order restitution in addition to civil penalties. The increased criminal penalties are designed to enable the Labor Department, which enforces wage theft, to make referrals to district attorneys and the attorney general on more significant penal law violations.

Carwash operators, particularly with tipped workers, should make every effort to ensure that their payrolls are accurate. Past problems in the carwash industry means a continued focus by the labor department investigators.

Pet Wash Registration

There are several bills currently introduced this session that impact the carwash industry. A. 225 sponsored by Assemblywoman Amy Paulin, which has a companion, S. 408 sponsored by Senator Andrew Lanza, provides for registration of pet grooming businesses. It exempts a self-service pet grooming facility from registration requirements at carwashes where such business is ancillary to the primary business, and it provides customers with pet grooming equipment to use on their personal pets. If the carwash only provides assistance in operating grooming equipment, it is considered self-service. However, if pet grooming services are offered at the carwash, it is required to register as pet grooming facility and a registered groomer must be on premises.

Minimum Wage/Tip Credit

In addition, Senator Brian Benjamin has introduced S. 2077, which requires carwash workers employed in New York City to be paid a minimum wage without allowance for tips. Legislation was reintroduced from last year by Senator Rich

Funke S.1911 and Assemblyman Robin Schimminger A.5155, which would delay the implementation of the Department of Labor scheduling regulations until the Empire State Development studies the impact of the regulation's economic impacts particularly on small business. This bill was introduced at the request of NYSCWA.

The pending regulations by the Department of Labor impacting carwash operators still have not been finalized. Revised regulations on scheduling were released by the Department of Labor. A change was made to exempt employees whose duties are directly dependent on weather conditions. A snowplow operator is cited as an example of being directly dependent on the weather. It does not apply to adjustments in staffing that are made based on the weather.

No accommodation was made in the revised regulations to respond to the problems experienced by carwashes. The New York State Car Wash Association (NYSCWA) submitted comments to the Department of Labor indicating the problems the regulations create for carwash business plans, in addition to the lack of clarity in the regulations. The issue of student employment was highlighted in the comments because of negative impact on their part-time employment opportunities. Students have been vocal in their support for flexibility in scheduling as a benefit for their academic and extracurricular activities. The *Buffalo News* ran a second editorial directed at the revised regulations citing Delta Sonic's negative impact on student employment as a consequence of the scheduling regulations. The editorial suggested that the State should rethink the role weather plays in the carwash business. In addition, Senator Rich Funke at a recent joint legislative budget hearing asked questions of the Labor Commissioner pointing to problems with the scheduling regulation as proposed. The Labor Commissioner responded that the department received lots of comments and the issue was still under review. Any members with the opportunity to discuss this issue with their local chamber of commerce or local legislators, should not pass up a chance to plead your case. One of the NYSCWA's members successfully obtained a meaningful letter of support from his local chamber. Thanks to all the members who have kept the pressure on this issue. To put it in perspective, the scheduling regulations were published for comment on November 22, 2017.

The other issue pending with the DOL is the possible ending of minimum wage tip credits. The last hearing on this issue was held by the Department of Labor on June 27, 2018. To date, there has been no resolution of the tip credit issue by the Department of Labor.

As the legislative session progresses, more to come on these and other issues. ■

William Y. Crowell, III, is a partner with Dickinson, Avella & Vidal in Albany. You can reach him at 518/369-7961 or wcrowell@dickinsonavella.com



William Y. Crowell, III



Testimonials, Why Everyone Should Have A Personal, Updated, Collection

By Ray Justice

How I decided to write about testimonials.

I was having a writer's block moment, or actually writer's block for hours while trying to figure out what to write for this article. In-between, I was working on remodeling my website and the testimonials page needed some updating. So, there I was reading my own testimonials and enjoying the written words, some from many years ago. How uplifting, it was, reading very nice and heart-warming comments, about myself.

It led me to thinking that every business could, or should, create a website page with testimonials on every member of their staff. Not just the management. There should be personal input, written or video, about every one involved in your company. As I type I am thinking that this could also include vendors, accountants, attorneys, bankers, coaches/consultants and others who enjoy working with, or being with you.

Gathering Personal Testimonials

Obviously, it is important to collect testimonials for your business, it establishes credibility and trust. It is also important to each individual for the same reason.

If testimonials for a business help build trust and credibility, consider the same for all of your team, and how they will feel when they receive personal endorsements.

In today's world, we are bombarded daily and constantly with complaints, gripes, blaming and negative input from people we come across and from many media sources. Testimonials, what others say about us, are uplifting and a way to feel good about who we are. We forget that sometimes. What I am suggesting is that EVERYONE, should gather testimonials, about themselves, written by others. (You don't have to be an author of a book to have your own testimonials.)

Affirmative wording is needed to help us counter balance negative, fear-based energies that show up from many sources, one being our own barrage of constant, not exactly cheery, self talk and thoughts.

Let's look at what else testimonials are besides establishing an introduction and an endorsement of trust for our business.

- ❖ They are Affirmations.
- ❖ They are Congratulations.
- ❖ They are Confirming.
- ❖ They are Inspiring.
- ❖ They are Reminders of who we are and how, deep down in, we want to be, or be seen.
- ❖ They are handy, actually powerful, when we are feeling uncertain, doubtful, below par, or dealing with changes.

Collecting Testimonials

It is difficult to brag about yourself, but others can do it easily. Most people who know you would be happy to give you a couple sentences describing why they like, enjoy, trust or respect you, but they do not know what to say.

Here are a few examples:

- What do you find helpful or interesting about _____?
- What about _____ puts a smile on your face?
- Do you have a good story about something that happened that was beneficial?
- Did you have a helpful answer to a question?

Tips for Stronger Credibility

- A full name is much stronger than initials. (Barb Jones vs. B.J.)

Continued on page 83...

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Safety and Conveyor Repairs

By Mike Benmoschè



Safely repairing conveyor equipment is a critical component of the operations at a carwash. However, the hazards associated with these repairs are often overlooked and can lead to serious injuries or accidents. This article is meant to help you better understand the unique exposures associated with some common conveyor equipment repairs and learn a few key tips on how to perform these functions safely. Here are 13 best practices to share with your employees and implement at your carwash today:

1. The most important part of the equipment repair process is implementing the lockout/tag-out procedures before beginning any work. All energy sources that service the conveyor must be disengaged during the entire operation. This includes shutting off the air to the roller-up-4-way pneumatic valve, if applicable. Remember, only the person who is performing the task has the ability to remove the locks or tags. Train all employees on the purpose and procedures associated with the lockout/tag-out program to ensure that they don't attempt to circumvent the practice.
2. All employees selected to make equipment repairs must be completely familiar with the tools that are required, general maintenance practices, and the associated safety implications. It's highly recommended that there always be at least two trained employees completing repair functions at any given time.
3. Ensure that the area where repairs will be done is free of debris and residual water and is as clean as possible. During repairs, small items such as cotter pins, bolts or nuts, can fall into the pit. If the area is not properly cleared, these sharp objects may be hidden under debris or water and cause injury. Similarly, working on the hydraulic motors or the gear box could cause fluid to leak and create a slipping hazard for your employees.
4. Employees should always have the equipment manufacturer's manual available during the repair process. This often provides a detailed description of all procedures and will ensure that nothing is overlooked. Resuming normal operations with an incomplete or erroneous repair job can cause unsafe conditions.
5. Working on repairs to the over/under conveyor can expose the employee to a variety of unsafe conditions that can be minimized by wearing the proper personal protection equipment (PPE).

For instance, boots can ensure that the slipping hazard is under control as well as keeping the employee dry. Since the employee may be repairing hydraulic lines, safety glasses can keep their eyes protected from unexpected discharge from these fluids. Also, many times the equipment is older and the removal of bolts and bearings can be difficult. The right tools

are paramount to a safe and successful repair job.

The chains present a very real exposure if not disengaged properly and it takes the appropriate device to complete this safely. It is also highly recommended that all items used to perform these repairs are itemized prior to their use. This will allow the workers to ensure that they are all accounted for after the job is complete. A forgotten wrench can become a deadly projectile if left in the wrong place.

6. Wearing loose clothing or jewelry can get tangled with equipment and cause unsafe conditions.
7. Many conveyor repairs are being made on older equipment, which can make traditional solutions impossible. This can lead to shortcuts, like the use of grinders, torches and crowbars, in the repair process. When it becomes necessary to engage in the use of these activities, be sure that the employees are fully aware of the safety precautions that must be implemented along with the process. They should be fully trained to use the tools associated with the task and should be instructed to use these alternative methods only as a last resort. As always, the use of personal protective equipment should be strictly enforced.
8. As indicated above, most of the conveyor equipment repair jobs to the conveyor should require a minimum of two trained employees. Often, when you begin one repair, it leads to another discovery. When that happens, the tendency is to get the job done even if the unexpected task takes more than one person to accomplish. Having someone always at the site allows the next undertaking a safe and prompt way to get the job done. It also provides a person readily available if an injury occurs.
9. A specific procedure should be developed to address the safety rules for repairs on the components of the conveyor. For example, roller jams and chain tension are two instances, which require unique repairs and should have specific safety procedures in place to address the hazards that may not otherwise be present.
10. All new parts should be approved by the manufacturer and installed in accordance with their instructions. Using makeshift solutions can be dangerous and short lived. It's also a good idea, when investigating a problem with the conveyor, to note any damage or wear to other parts not necessarily related to the current issue. Fixing everything while it is already taken apart is not only the safe thing to do, but it will save you time and money in the long run.
11. Conveyors often break down during, or just after, heavy use. The temptation for operators is to get back up and running as quickly as possible, no matter what. Before you make that choice, consider the

long-term effects. Picture this: during a busy day, a breaker in the tunnel controller keeps tripping and you ramp up the amperage instead of getting a licensed electrician to trouble shoot the problem. It works until it overloads the circuits and starts a fire. Now, instead of being down for a few hours, your business is out of operation for months.

12. At the end of any repair, review the list of tools that were used. Each item needs to be accounted for to ensure the safe resumption of the conveyor operations. As we stated earlier, tools left unaccounted for can become dangerous projectiles or fall on an employee, causing severe injuries or even death.
13. Before restoring the power to the conveyor, be sure that all personnel are clear of the operational area. Only then is it okay to remove the locks or tags from the power sources that operate the machinery. Activate the equipment before resuming normal operations. This way you can check to be sure that all the parts are safely working properly. Be sure to listen for any unusual sounds, including any potential air leaks.

When replacing the grate around the conveyor, be sure that the rough side is up. This will ensure that the slipping hazard for employees is not compromised.

On January 14, 2019, a worker was reported killed by machinery at a carwash in Ohio. Preliminary reports indicate that he had been electrocuted. Details are not yet available, but the message is clear: bad things can happen and often times they are preventable.

Safe repair procedures are only one way to prevent severe injuries. It's imperative that you promote constant employee awareness of the many dangers at the wash. They must be vigilant at all times to have the best chance of going home safely at the end of the day. Don't be that owner or manager who has to make the phone call to someone's family with tragic news! ■

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



Mike Benmoschè

Connections ... continued from page 81.

- A title, business name & position or profession and job responsibility (Barb Jones, Teacher, West High School) (Biology Teacher)
- A city location. (Syracuse, New York)
- A photograph of the writer (a head shot or more if possible)

Best to not add a personal address or phone number unless they have a business that they would like to have listed. If so, add their website address or social media connection.

Video

Video is even more powerful if the person is comfortable doing so. Most people are interested in a good story and video is a great way to tell it. Use your phone right where you are with them, background noise and all.

Ask them to tell you:

- What is unique about you?
- What are you good at?
- Are you consistently dependable?
- Spontaneous, in the moment, is the best if they don't need help.

A personal testimonial, or a collection of them, is beneficial when you apply for a job.

Writing about yourself is never an easy task. Think carefully about what is interesting or unique about you and who would

give you the recorded written or spoken word saying so.

Others can brag about you and it adds credibility. If you boast about yourself it can come across in a negative way.

Let's end this by saying, testimonials are affirmations that can help us stay tuned in to who we are and what we are about. We all need constant reminders. ■

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 Think2wice.com



Ray Justice

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Benchmark	35	Modernwash Buildings and Solutions.....	69
Blendco Systems	13	Micrologic Associates	44, 45
BusinessKeeping	35	Motor City Wash Works.....	7
JoAnna Brandi & Company, Inc.....	26	My Car Wash Guy.....	54
Car Wash Insurance Program by McNeil	57	Myrrh Consulting	75
Car Wash Systems, LLC.	55	NBT Insurance Agency	81
CB Ventures.....	73	NRCC.....	51
Corporate Consultants International Inc.	15	PDQ Vehicle Wash Systems & Belanger (OPW Vehicle Wash Solutions)	49
Coast Commercial Credit.....	29	Peco Car Wash Systems	5
Coleman Hanna Carwash Systems LLC.....	50	Perry Powell Consulting (washideas.com)	60
CSI/Lustra	72	<i>Professional Carwashing and Detailing</i> magazine.....	75
DRB Systems, Inc.....	63	Ross Brothers, Inc.	42
ERC Wiping Products.....	33	Simoniz USA.....	2
Erie Brush & Mfg. Corp.....	27	SK Advertising & Design Small Business.....	68
Etowah Valley Equipment.....	61	Sobrite Technologies.....	14
Extrutech Plastics.....	11	Sonny's The Car Wash Factory.....	87
G & G LED.....	32	WashCard Systems.....	55
Gallop Brush Co.....	21	Washify	37
General Pump	30	Washtech	65
Grace for Vets.....	43	Wheel-eez™ Wheel-Cleaner	48
Hamilton Manufacturing Corp.	53	Women in Carwash	11
Huron Valley Sales	31	Zep.....	85

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