

# northeast carwasher



## Meet NRCC Keynoter, John Roush

Venus & Mars Talk  
Summertime Washing

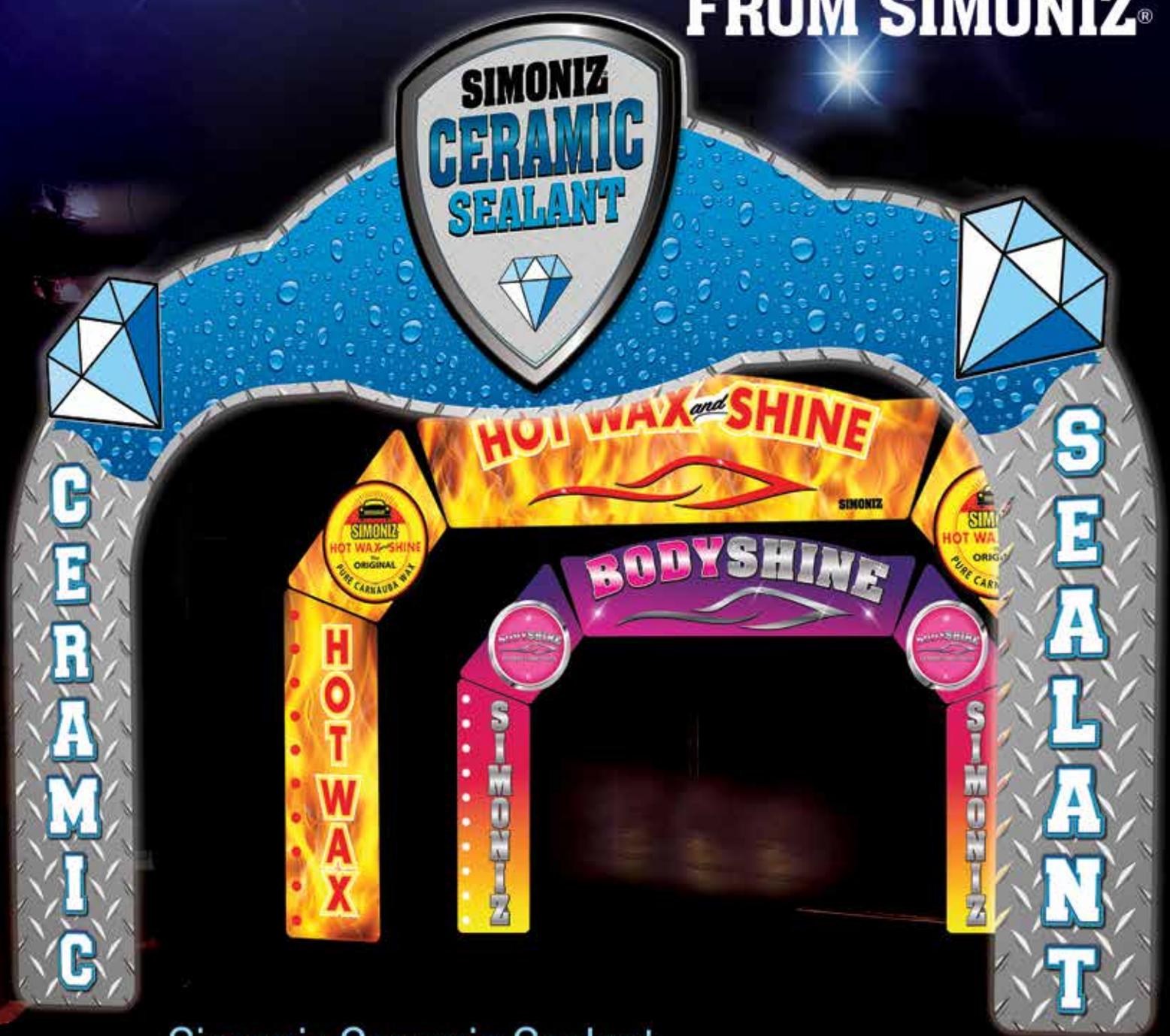
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<b>KRKT1A55</b>	55 Gallon

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# northeast carwasher

Summer 2019

Vol. 24 No. 3

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ON THE COVER

Photo courtesy of Moo Moo Express Car Wash, Etna, OH.

## northeast carwasher



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*In our spring issue you may have noticed a full page of copy promoting the newly released book, "Why Me? One Man's Journey Experiencing God's Undeserved Gifts and Love" written by Mike Mountz with his long-time friend and associate Bob Ruhe. Yes, it's the same Mike Mountz who created and ran the hugely successful and ground-breaking Cloister Car Washes in Pennsylvania for 28 years, and the same Mike Mountz who created Grace for Vets, the organization that helps provide free carwashes to military personnel on Veterans Day.*

*For those of you who do not know Mike, he is a man of great character, compassion, vision and devotion. By his own account, he is not a perfect man, as you can read in the book, but he has worked and fought his entire life to become the man he is today, guided by a spiritual compass he relies on to best live his life. "Why Me?" explores how he has followed that compass and the many twists and turns it has taken to get him to where he is today.*

*I was honored to receive one of the first copies of the book and I couldn't put it down. To think of the odds he has overcome in his lifetime, from failing the second and third grades and then dropping out in the ninth grade, to battling dyslexia and bipolar disorder his entire life and then founding and running a hugely successful business, starting an event for his fellow Veterans and then creating Dyslexics Achieve Distinction, it clearly proves that where there is a will, there is a way.*

*Whether you are religious or spiritual or not, "Why Me?" will have a message for you. You can read reviews on the book and find it on Amazon.com. Congratulations, Mike and Bob! It's a true treasure.*

**Moo Moo's Roush Keynotes NRCC**

*And speaking of powerful messages, the 2019 Northeast Regional Carwash Convention (NRCC) Keynote Speaker, John Roush, has his own uplifting and positive message to share with attendees. His foray into carwashing is mere happenstance. His favorite wash closed and he couldn't find a comparable one so, after much research, he started his own. That was 11 years ago and what he has done in a short span of time is build a brand and a reputation like no other with 20-plus locations. His story is uplifting, inspirational and relatable. And, in addition to being an outstanding marketer and brander, Roush and his team give back to the community in a very big way, donating their time, talent and raising money for causes like the Franklin County Dog Shelter, Wagons Ho Ho Ho, Bexley's Developmental Assets Resource Network, Volunteers of America of Greater Ohio's Operation Backpack®, Central Ohio Muscular Dystrophy Association to neighborhood trash pickups and the list goes on.*

*In April of 2018, Roush, who is CEO of Express Wash Concepts, the parent company of Moo Moo Express, Flying Ace Express and the upcoming CLEAN Express brand, 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 has a lot to share with our attendees. You won't want to miss it so make every effort to come hear his Keynote on September 24 at the 30<sup>th</sup> Northeast Regional Carwash*

*Convention at the Atlantic City Convention Center (nrccshow.com). I am confident you will be glad you did!*



Suzanne L Stansbury  
Editor/Publisher



**Have a story idea and/or photo opportunity?**

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The Northeast Carwasher is produced by Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309, in conjunction with the design firm Media Magic, for the New York State Car Wash Association, New England Carwash Association, the Car Wash Operators of New Jersey, Inc., Connecticut Carwash Association, Mid-Atlantic Carwash Association and Carwash Association of Pennsylvania. Neither Media Solutions nor Media Magic assumes any responsibility for claims made in advertisements, classified or otherwise, listed in this magazine. **All contents property of Media Solutions. Reproduction in whole or in part without express written permission is prohibited.**

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## Steve Brewer Award Winner



Learn more about Chuck Elwell (right) and the Steve Brewer Award on page 71. ■

## Sparkle Car Wash's Towel Exchange Program



At the two Sparkle Car Wash sites (Stroudsburg and Easton, PA) customers can buy into a towel exchange program that provides them with a clean, forest green towel after each wash. For a one-time fee of \$3, customers are given the option of doing some minor touchups after their car exits the tunnel. "It's really a loss leader, a cost of doing business for us, but it's a huge value to our customers," said owner Kevin Detrick.

The high-quality towels are prewashed multiple times to eliminate lint and to soften them for effective, safe touch ups. These towels are intentionally damp and moistened with an anti-bacterial agent to keep them soft and safe for a vehicle's finish. "Our customers love it," added Detrick. "In the full-service days I was doing everything to cover my labor costs, and today I am doing more for the customer. The more value you deliver, the more cars you will wash." ■

Sparkle Car Wash in Stroudsburg is a flex serve, while Sparkle Car Wash in Easton is an express exterior. To learn more visit [sparklecarwash.net](http://sparklecarwash.net)

## Super Fan!



Whether it's his beloved Eagles, Phillies or Sixers, CWONJ member (and consummate Philadelphia fan) Amin Khalifa of Auto Shine knows how to have fun outside the wash! He's pictured here with Philadelphia 76ers owner Josh Harris!

Hey, Amin, who is your sign guy? ■

## Pint-Sized Thanks!

Editor:

*Thank you so much for a highlighted article about my grandson, Massi ("Pint-Sized Detailer Dreams Big") in your spring issue. Needless to say, it makes the family proud to have such an industrious member. He takes after his whole family. At an early age he is learning the need for hard work and a great smile to get ahead.*

*Nice job on the whole magazine.*

*Richard G. Fontana, Esq.*

## WASH VOLUME INDEX

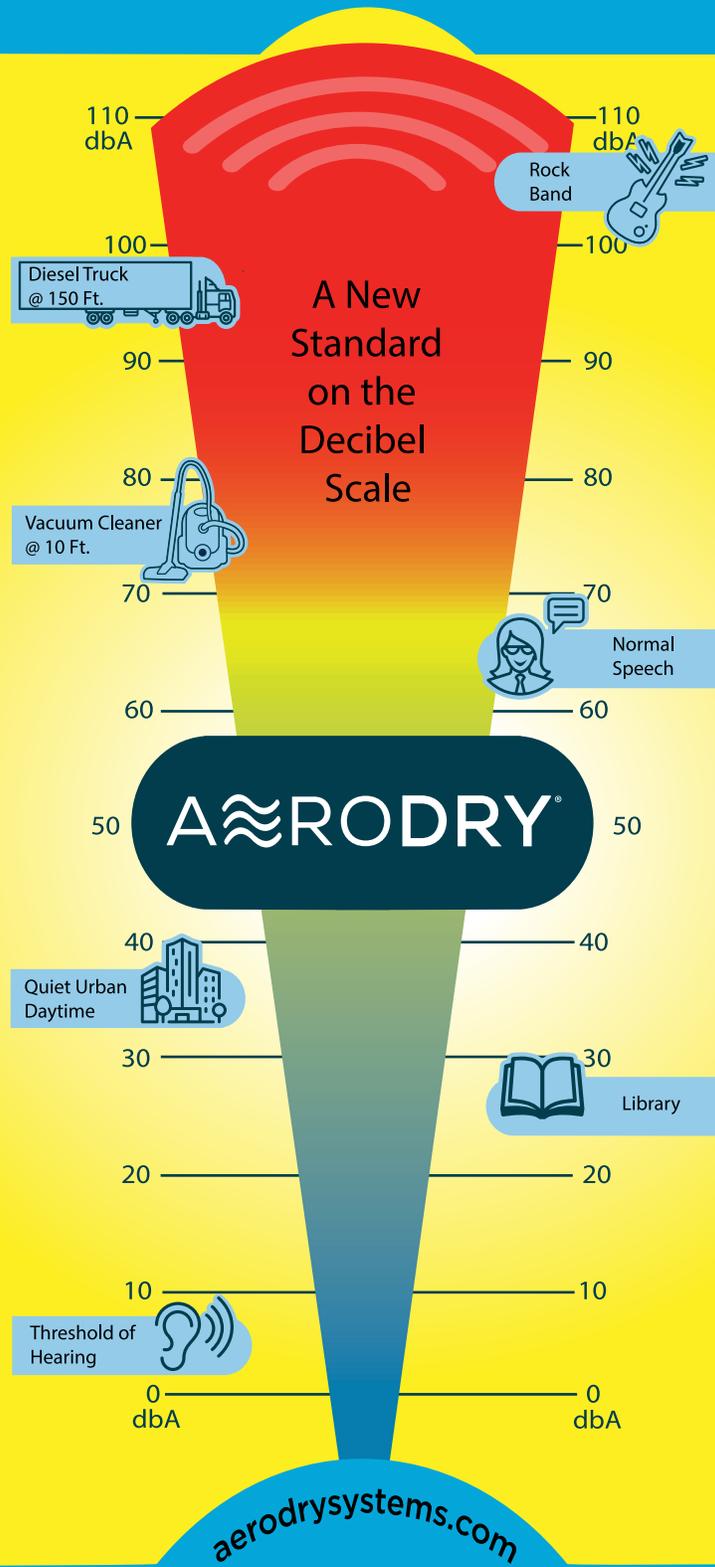
We have taken the pulse of four Northeast operators to see where their volumes are compared to last year (YTD). Only one of our participants, however, is up and that's Steve Weekes in Upstate New York who is up by 7 percent, with our Jersey shore operator, Doug Rieck, being down the most at -10 percent.

May your summer be filled with bugs and more bugs and a healthy dose of beach sand!



*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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## THE QUIET DRYER

**G & G EXPANDS  
UPSTATE NY FACILITY**

G & G Industrial Lighting, Clifton Park, NY, has expanded its footprint less than a year after relocating from Albany, NY, to include additional square footage to its current 12,000 square foot space, according to a company press release. “Our business continues to evolve and broaden into new markets,” said Erin Noonan, Director of Marketing. “We have had to invest in order to accommodate the continuous growth. This new space allows us to maintain our dedication to providing high-quality, innovative lighting solutions backed by unmatched customer service, all under one roof,” she added.

G & G prides itself on its “fully integrated guarantee” which means it can engineer, test, manufacture, assemble and ship every product from one facility, said the release. All G & G products are made in the USA at their upstate New York facility. ■

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

**NEW G & G HIRES**



G & G Industrial Lighting, Clifton Park, NY, has hired Terry Crawley as Vice President of Sales and Erin Noonan as Director of Marketing. Both staffers come to G & G with extensive experience within the electrical industry, both having worked for LED lighting manufacturers prior to their hire at G & G, said a company press release.

Crawley’s most recent tenure was with RAB Lighting, where he worked for 11 years in various positions. Crawley was with Zumtobel Lighting and BEGA-

US and is also an active member of the Illuminating Engineering Society of North America (IESNA). Prior to her G & G hire, she worked at Shat-R-Shield, also a manufacturer of specialized industrial LED lighting products for harsh environments. “Terry and Erin both not only have the pertinent industry knowledge to make them successful, but also exemplify the culture of G & G,” said Jason Baright, President of G & G Industrial Lighting. “We look forward to continuing our company’s rapid growth under their leadership as we expand throughout the industrial market.” ■

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

**WASHWORLD LAUNCHES  
NEW WEBSITE**

Washworld, Inc., DePere, WI, has launched a new website, according to a company press release. The new site boasts a clean design, intuitive site-wide navigation, improved menu functionality and more carwash information. It is also fully responsive, making it easier to navigate on a wider range of browsers and devices. The site will also include easy access to Washworld marketing downloads and a comprehensive parts department page. ■

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

**SPLASH ACQUIRES  
TWO MORE SITES**

Splash Car Wash, Greenwich, CT, has acquired two carwash locations, according to a company press release. The first site, formerly known as Gold’s Car Wash & Detail is in White Plains, NY, and the second site the company had been managing in Cromwell, CT, formerly Classic Auto Wash. This site, currently an express exterior will be renovated to include new free vacs and a flex-serve option. “We’re excited about adding these locations,” said Mark Curtis, CEO of Splash. “Our new White Plains store will allow us to better serve our customers on both sides of town. We’re also very excited about bringing Cromwell under our ownership so we can make substantial improvements to the site to better serve our customers there.” ■

**ICS EXPANDS TO NEW  
PRODUCTION FACILITY**

Innovative Control Systems (ICS), Wind Gap, PA, the provider of carwash technology solutions including POS and management systems, and payment terminals, is consolidating and relocating its existing Production facilities to a new state-of-the-art facility in Bethlehem, PA, according to a company press release.

The new facility, which includes a 52,000-square-foot building located at 16 South Commerce Way in the Lehigh Valley Industrial Park IV, will provide a 260 percent increase to floor space, and will incorporate the 5S workplace organization methodology to enhance the efficiency of ICS’s production processes in order to meet the demand for the company’s products and position ICS for long-term growth, the releases stated. The move will also take advantage of the larger pool of talent in the greater-Bethlehem market enabling ICS to hire the tech-savvy employees required to support the company’s technology-related job requirements. “Ultimately, we were attracted to the site because of its access to high-quality employees, open layout, climate controlled environment, loading capabilities, and excellent highway access, all of which support our goal of automating the manufacturing process to efficiently produce the carwash industry’s finest technology for our customers,” said Kevin Detrick, Founder and President of ICS. ■

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

*Continued ...*

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### CHAMBERS JOINS PSD CODAX

Innovative Control Systems (ICS), Wind Gap, PA, has announced that PSD Codax, ICS's U.K.-based subsidiary responsible for international sales, has added Andy Chambers to the team as lead support resource for the company's established and growing markets in Australia and New Zealand, according to a company press release.

Prior to joining the Codax team, Chambers served for 29 years in several key technical roles for Washtec, most re-

cently with the Australia/New Zealand team where he served as the company's National Technical Manager since 2005. "Andy brings a wealth of industry-specific knowledge and experience to PSD Codax, and will be a great addition to the team as we expand our presence in Australia and New Zealand; markets that are key to the PSD Codax growth strategy," said Rob Deal, Managing Director of PSD Codax.

Chambers will be based in Melbourne, Australia. ■

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

### NCS LAUNCHES NEW WEBSITE



#### YOUR CARWASH EXPERT

National Carwash Solutions (NCS), Grimes, IA, has launched a new website with an enhanced user experience and e-commerce capabilities, according to a company press release.

The new site showcases NCS's product portfolio and family of brands including Ryko, MacNeil, CleanTouch, Vacutech, TSS, College of Clean and NCS Service. "We built this new website with our customers in mind first and foremost," said David Miller, SVP Marketing for NCS. "Our new website design is easier to use and will become the preferred content destination for our customers." ■

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

### WASHWORLD HIRES NEW DISTRIBUTOR

Washworld, Inc., DePere, WI, has added a new distributor to its rapidly growing Global Distributor Network, according to a company press release. Hasco, LLC, located in Buckley, WA, a group of owners who have been in the industry for many years, and pride themselves on providing customers with quality products, support and services, is now under the Washworld umbrella. ■

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



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Keynote Speaker Dana Perino, FOX News Anchor and author of "And the Good News Is... Lessons and Advice from the Bright Side" and "Let Me Tell You about Jasper... How My Best Friend Became America's Dog" kept the audience captivated during her presentation. She served as the 24th White House Press Secretary, serving under President George W. Bush from 2007-2009 and currently co-hosts The Five on FOX News Channel.

## THE SOUTHWEST CAR WASH ASSOCIATION BREAKS RECORDS IN ARLINGTON

The Southwest Car Wash Association (SCWA), a regional carwash association based in Austin, TX, held it's 2019 Convention & Expo at the Arlington (TX) Convention Center, February 24-26, to a crowd of 2112 and more than 325 exhibits. Experience SCWA 2019 certainly didn't disappoint with Keynote Speaker FOX News Anchor Dana Perino sharing her wit and insight into all things political, numerous educational programs and industry icon, Ben

Alford of Benny's Car Wash & Oil Change in Baton Rouge, LA, receiving the association's 2019 Lifetime Achievement Award.

I was able to attend this year's event and couldn't have received a warmer welcome from our friends in the Southwest, as well as Executive Directors Chuck and Jane Space.

In 2020, the event will move to the Fort Worth Convention Center, January 29-31. ■

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



I got to spend some time with my dear long-time friend Pat Alford, whose husband, Ben, was honored with the 2019 SCWA Lifetime Achievement Award. Ben was the leader in the express exterior model. We served on the ICA board together many years ago!



SCWA President Tyler Furney presented the SCWA 2019 Lifetime Achievement Award to Ben Alford who is pictured with his lovely wife Pat.

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# An Interview with Moo Moo's John Roush

**T**his year's 30th Northeast Regional Carwash Convention Keynote Speaker, John Roush, didn't grow up in the industry. He didn't aspire to run his own carwash chain but fate had a different idea. We caught up with the Ohio-based carwasher and picked his brain a bit on his foray into the industry, his branding expertise and his customer experience focus.

**NECW:** It appears that fate brought you into the carwashing industry 11 years ago. Can you tell our readers why?

**JR:** Can you believe it was as simple as my favorite carwash shutting down, leaving me with no convenient options to wash my car! That led me to begin researching the carwash industry, and as I asked questions and learned more about the industry, I really believed that with my construction background, tenacity and attention to detail I could really build a viable business that would resonate with people. And here we are just 11 years later, with 20+ locations across two brands.

**NECW:** Your wash's theme (cow & dairy) is certainly unique and stems from an historic barn that burned down in 1996. Why did you draw inspiration from that site?

**JR:** The Hunter's Run Barn is a former animal show barn that was once upon a time owned by the Columbus Auto Parts Family, and a piece of iconic history from my hometown that I always admired while growing up. It's an amazing piece of architecture; and [it's] seemingly impossible to duplicate that kind of quality by today's standards.

When I was in construction, I came across the original blueprints. I realized patterning our wash after that barn was in a way coming full circle and indirectly honoring the history of such a wonderful, locally iconic piece of architecture.

**NECW:** How have you carried the theme through your now 16 Moo Moo washes? And how much fun have you had doing it?

**JR:** To me our theme is really Branding 101 – creating something that resonates with people. Our brand really is just the start of creating a great experience. I wanted our brand to be fun, and make people smile. You can't say the name of our company, Moo Moo, without it bringing a smile to your face. It can really be that simple!

**NECW:** What are the most important elements to effective branding? And, what can you tell our readers NOT to do?

**JR:** I believe the most important elements to branding are consistency, simplicity, keeping it humorous, visually bright, fun and colorful. Keeping in mind the things that make you feel good when you read, see or experience them.

I'd caution readers to try to never say "No," particularly when it comes to negative signage, telling customers they're not "allowed to..." that kind of negativity.

The bottom line is experience is everything! Anyone can wash a car. But creating a consistent, Disney-like experience is where it's at!

**NECW:** You call yourself a humongous customer-experience person. What does that mean and how can other operators jump on that bandwagon?

**JR:** Being customer-experienced focused to me means striving every day to positively touch a customer's 5 senses: smell, sight, sound, touch, and taste. (You may ask how a carwash touches

a customer's "taste" sense... we do that by offering free lollipops to children and dog treats to our animal friends who visit the wash.)

Your overall wash environment needs to be bright, positive, and think about what it is that catches your customer's eye when they're looking from afar. But with all that said: KISS! (Keep it simple, stupid).

I enjoy hearing from our customers. I want to hear what we're



Express Wash Concepts' CEO John Roush

Continued ...

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## Interview with Moo Moo's John Roush ... *continued*

doing right, what we can improve upon, and am always seeking feedback. I pick up the phone. If a customer has sought me out to provide either praise or a complaint, I will always take the time to listen, thank them for providing valuable feedback and if necessary, provide a mutually satisfactory solution if they were unsatisfied with their wash experience.

**NECW:** So, your background is in retail, commercial and residential projects, as well as in aviation and construction management. How did the skills you developed in those disciplines translate into carwashing?

**JR:** I consider myself to be a very technical person, with an engineering background. I can take things apart and have the patience to learn and put them back together. My construction background includes finding land, purchasing it, navigating through the zoning process and finally the actual building/construction process.

I've been involved in countless building projects ranging from restaurants, professional service buildings and strip malls, to even a popular water-themed experience at our local Zoo. I believe that's one thing that makes our company unique: we offer rare, industry leading in-house site concept design, construction and operations.

But at the end of the day, I think my greatest assets that have enabled me to be successful are being super observant along with great people skills. Taking care of people is the most important thing in my mind. Pressing them to be their absolute best, while lovingly respecting them along the way will always be my priority. That's how you grow a viable business – whether it be a carwash or any other business.

**NECW:** What were you most surprised to learn about this industry?

**JR:** This is a tough industry, and it is virtually impossible to navigate through it without having genuine people stepping in to help you succeed. I've had no shortage of industry mentors guiding me along the way. In turn, I've made sure to pay it forward. You can't successfully build and maintain a business without being surrounded by great people.

The people aspect (particularly managing unsatisfied customers) can be at times challenging. As focused as we are on creating a great customer experience, it can feel like a punch to the gut when we miss the mark. Above all, we have to remain positive when we are presented with negativity.

**NECW:** Obviously, you are a proponent of the express wash model. Tell us why.

One of the golden rules of providing excellent customer service is giving the people what they want. Today's consumer

wants a convenient, fast, high-quality wash with a high standard of service that resonates. The express model fits that perfectly and can be offered at a great price.

**NECW:** You have a "Fat Free" wash option for \$5. Can you tell us what percentage of your customers select that option as compared to your highest priced Crème De La Crème wash.

**JR:** Our Fat Free option is a popular option for our value-conscious customers who want a quick, no-frills clean option. But I have found that a greater majority of our customers choose the feature-rich wash packages at the higher price points. Underbody protection, increased cleaning power, tire shine and hot wax finishing options are very popular with our customers. And our customers recognize the value of the Unlimited Wash Club Membership, which gives them the flexibility to wash at any location as often as they want for the monthly equivalent of 2-3 single washes. Our customers love it.

**NECW:** Are free vacs still the way to go, in your opinion?

**JR:** Offering customers free vacuums is absolutely still the way to go – the perceived value in my opinion is unimaginably important to the overall express model. Customers time and time again note that besides our overall branding and excellent customer service, this is a key differentiator between us and our competitors who charge for vacuum access.

**NECW:** You considered naming the washes early on "Eco Wash" or "Eco Barn" because of your environmental consciousness within your operation. How are your washes environmentally conscious and how important is that to today's customer base?

**JR:** We have always been conscious in making environmental practices a priority and leaving the smallest environmental footprint possible. We continue to invest millions of dollars in the best available environmentally sustainable equipment and practices.

We educate our customers that our high-efficiency wash process and extensive reclamation system saves hundreds of millions of gallons of water annually vs. traditional carwashes or home washing – today's consumers really care that they can wash with us and in turn take care of the environment.

Additionally, our washes and vacuums utilize VFD technology which adjusts power based on equipment usage. We have highly efficient LED lighting systems to maximize our lighting efficiency, and finally lens sensors that shut off components when not in use. We are very proud of our environmental practices.

*Continued ...*



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## Interview with Moo Moo's John Roush ... *continued*

**NECW:** You also operate five (six by end of July, 2019) Flying Ace Express washes in the Dayton market. How are they different than your Moo Moo sites? And I'm guessing the "aviation" theme stems from your background in it.

**JR:** We have streamlined our wash equipment and processes throughout both Moo Moo Express & Flying Ace Express. When my Flying Ace Express Partners Dan Eisenhauer, Jeff Gilger and I were discussing branding, we knew there was no better way to brand the Dayton area washes than to pay homage to the "birthplace of aviation."

Yes, my background in aviation was instrumental as we brainstormed specific thematic elements, and the end result is an extremely strong, beautiful, colorful brand that fits perfectly within the Greater Dayton community.

**NECW:** You spend a lot of energy empowering your staff and helping them see their value and the value of their positions within your company. How specifically do you do that?

**JR:** I believe in staff empowerment, personal accountability, and recognizing and showing appreciation however you can, when it's been earned. I believe the main reason people quit on the job is because they don't feel appreciated. My team knows I'm accessible, at any time, to anyone within the company.

In addition to verbal appreciation, we offer competitive wages, employee bonuses, incentives that include concert & sporting event tickets, gift cards, all-expense paid travel opportunities to industry events, paid volunteer experiences, among other company-wide experiences.

I want great people to rise and grow within this company. I want to offer career opportunities that teach important, transferrable life skills including financial management, customer service, production and mechanical. My goal is to create lifetime positions for lifetime employees.

**NECW:** Tell us why community involvement is critical to your wash's success and why social media, specifically, is your medium of choice for reaching consumers in your market.

**JR:** Social media enables us to maintain open, efficient and consistent dialogue with our current and prospective customers.

Community involvement is particularly critical to us because as a homegrown and operated company, we recognize that we have this great responsibility to give back to the communities in which we operate. In the past 16 months, we have donated more than \$100,000 and over 25,000 car-

washes to local non-profit and youth organizations in the markets we serve. But we don't do it alone – we leverage our customer's generosity, for example, by providing a free wash in exchange for monetary donations to local non-profit organizations through quarterly donation campaigns and new store Grand Openings.

Through our donation campaigns we've outfitted our local Children's Hospital with wagons that families can use to transport their children and belongings throughout the hospital, provided much needed funding for spay and neuter services for one of the Midwest's largest animal shelters, helped send children suffering with muscle debilitating diseases to a specialized local Summer Camp, provided thousands of meals to local families in need via community food banks and filled backpacks with school supplies for local homeless children so they can go back to school on equal footing with their peers. That is just a small example of what our community efforts have been throughout the past year alone.

**NECW:** What are the key elements to a successful social media presence?

**JR:** I believe the key element to a successful social media presence is frequent postings (2-3 times a week) with light-hearted, fun and engaging content. A diverse range of content includes promotions, giveaways, team member spotlights, community and partner content, seasonal messages, car cleaning tips and of course educational posts around our service offerings.

To keep followers engaged, encourage shares and attract prospective customers, we strive to respond to ALL comments (both positive and negative).

We regularly run free wash promotions that are fun, light-hearted and encourage participation. #FreeWashFriday campaigns are very engaging to both current and prospective customers and can be done with very little investment – as little as a single free wash or gift card.

We take advantage of current events to run periodical contests and promotions, and also run contests to name our new washes, and award the best entry/submission with Free Washes for a Year.

We are mindful of theming around seasons and holidays and take the opportunity to educate our audience on carwash trends, i.e. Earth Day water savings, Winter "Don't Drive Salty," Spring "Spring Clean Your Ride," Independence Day "Exercise Your Right for a Sparkling Clean Car," etc.

**NECW:** You are said to run a well-oiled and cost-efficient machine. How do you do that?

*Continued ...*

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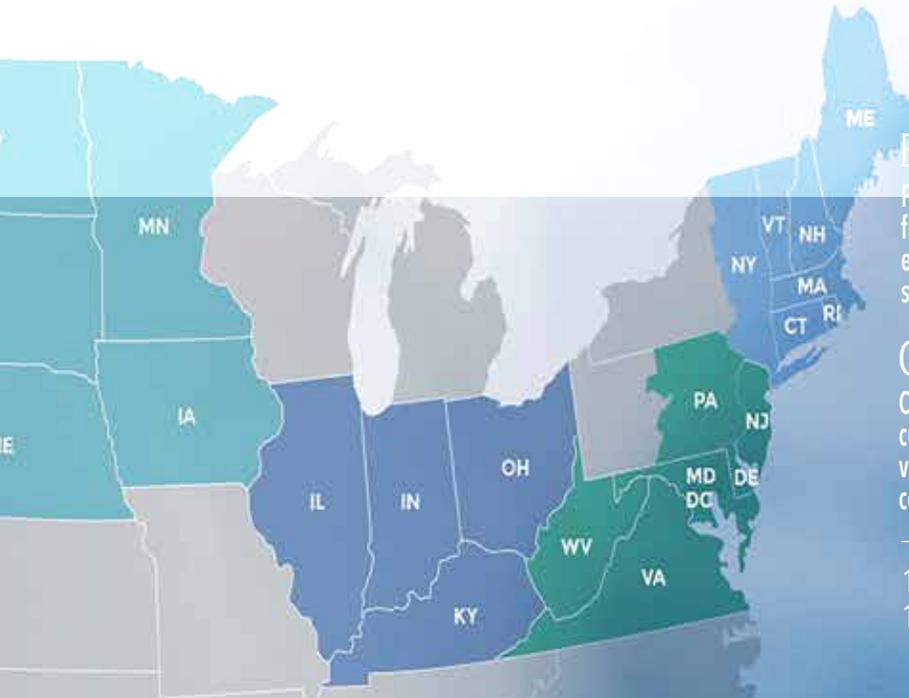
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## Interview with Moo Moo's John Roush ... continued

**JR:** We continue to invest in technology to help track, monitor and maintain operations. We have a custom-built back office that is critical to overall business efficiency. Tracking, monitoring and completing service maintenance requests is one such example. As we continue to grow, we've found that the only way to scale is to have technology helping you.

We also consistently review our roles and responsibility. Accountability is huge for me, and my team knows that

they are empowered and responsible for their key areas. We can only be successful if we operate as a team, and we all know that.

**NECW:** You are the 2019 NRCC Keynote Speaker. What do you hope to convey to those in attendance?

**JR:** I hope to break down and convey a message of C.A.R.E. that is central to the overall culture of our business - C.A.R.E. is an acronym for Concern,

Apologize, Remedy & Educate. This is a guiding principal of our business and is applicable to not only life in general, but critical to the everyday success of so many of our industry's key audiences including operators, customers and employees.

**NECW:** What is on the horizon for John Roush and Express Wash Concepts?

I see a whole lot of GROWTH on the horizon both personally and professionally. Responsible, successful growth for our company and our employees. We are in such an exciting phase of our company's growth cycle, and my hope is that while we're working hard, we all are enjoying the ride and this process. ■

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# Autobell™ Repurposes Former Bank Building Into Its New Maryland Location

By Alan M. Petrillo

**A**utobell™ Car Wash Inc., headquartered in Charlotte, NC, has opened its third Maryland carwash in Chester, near the Baltimore metropolitan area, by repurposing a former bank building into a full-service carwash.

The new carwash at 119 South Piney Rd. in Chester, on Kent Island facing US Routes 50 and 301, which opened in December of last year, joins Autobell locations in Annapolis and Bel Air.

Autobell, the country's fourth largest carwash company, has 83 carwashes in five states – Maryland, Virginia, North Carolina, South Carolina, and Georgia. All Autobell Car Wash locations are full-service carwashes with a single tunnel, using primarily Coleman-Hanna carwash equipment.

“Introducing and expanding the Autobell brand in this market has been exciting and encouraging for me and the fine team of employees we have assembled here,” said Autobell District Manager Joseph Noel. “We love showing customers how our full-

service carwash model can take excellent care of their cars as well as their time.”

The Chester Autobell location showcases the unique conversion of a former bank building into a carwash, Noel said.

“Repurposing the dormant structure included unusual challenges, such as systematically dismantling and removing the security vault made of reinforced concrete and its 1,800-pound door,” Noel pointed out. “The project was handled by the Autobell construction department in conjunction with general contractor Herman Stewart Construction of Lanham, MD.”

Kevin Dixon is store manager in Chester, where Autobell has 15 full-time and part-time employees. The new wash and all locations of Autobell are open from 7 am to 7 pm Monday through Saturday, and 7:30 am to 6 pm on Sunday.

Other Autobell sites in Maryland are its Annapolis location at 1918 West Street (state highway MD 450), a conversion of the former West Street Car Wash, which Autobell acquired and reopened in July of 2016; and its Bel Air carwash at 605 Hoagie Drive, a conversion of a car dealership at the corner of East-West Highway (MD 23) and the US 1 Bel Air Bypass. Autobell opened there in November of 2017 and the site features an Aqua Bio Technologies 100 percent water reclaim system, as does the newly-opened Chester site.

In neighboring Sterling, VA, Autobell's location at 45655

*Continued ...*



*The conversion of this wash from a bank to a full-serve included dismantling and removing an 1,800 pound door to a security vault.*

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## Around the Region ... *continued*

Shepard Drive is a conversion of the former Sweetwater Splash Car Wash location. This Autobell site was opened in December of 2016, and is located adjacent to South Sterling Boulevard (VA Route 846).

Autobell has a total of 120 full and part-time employees working in its Maryland and Northern Virginia locations, Noel said.

Across all its locations, Autobell offers nine carwash options, ranging from its \$7 Ride-Thru Exterior to its Full Service Wash for \$19.99, to the Manager's Special full-service wash with additional services for \$36.99.

Options include exterior-only washes and interior/exte-

rior washes, including hand-drying. Autobell also has a dozen a-la-carte extra services ranging from its \$2.50 fragrance to an Armor-All service for \$14.75.

In terms of fleet services, Noel noted that Autobell offers two options: "Bulk Wash Packages with books of Full Service, Exterior or Ride-Thru wash tickets; and an Autobell Business Account that works like a credit account, and provides maximum flexibility and tracking, and can be customized to each business," he said.

While Autobell does not release individual store car counts, Noel confirmed that system wide in 2018 Autobell washed more than 5 million cars.

*Continued ...*

*This site in Bel Air, MD, was a former car dealership.*



*Autobell Bel Air before conversion.*



*Autobell Bel Air after conversion.*

*The Autobell in Annapolis, MD, was formerly West Street Car Wash.*



*This site in Sterling, VA, was once Sweetwater Splash Car Wash.*



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## A Marketing Array

Autobell uses terrestrial and digital radio, event marketing, email marketing, social media marketing, and digital display advertising to promote its businesses. "We use a combination of dollars and percentage-off offers through our email marketing program," Noel pointed out. "We found value in each type of advertising used based on the goals of the campaign, and we've also found great value in various digital advertising methods we've used due to the ability to track

the lifecycle of the customer from brand introduction to purchase."

Noel said that Autobell is a philanthropic company and supports various charities throughout its system.

"In Maryland, we have worked with the American Red Cross, St. Jude Children's Research Hospital, the American Heart Association, Chesapeake Bay Foundation through Wash to Save the Bay, the Kent Island Volunteer Fire Department, and we recently participated in the Kent Island Clean-Up project, Noel

said. "We also have the very popular and successful Autobell Fundraising Program through which qualifying 501(c)(3) non-profits sell Autobell gift cards for \$20 and keep half the proceeds. That program assisted non-profits in raising more than \$580,000 in 2018, and a total of over \$9.5 million since its inception in 1998."

## Overcoming Challenges

As with any new carwash location, challenges have to be overcome.

"For Autobell, newer markets can be challenging when trying to identify and recruit an optimal labor force," Noel said "We have strict hiring guidelines regarding appearance and character, and also drug test all employees before and during employment. We have a recruiting team of four individuals, with one in the Maryland market, to find great employees who embrace our system of hiring, training, and advancing within the company. Our people are the secret to our success."

Noel pointed out that Autobell awards annual college scholarships to qualifying applicants from its employee ranks. Since its inception in 2000, the program has awarded more than 1,300 scholarships totaling more than \$1.3 million, he said.

Growth likely will continue for the Autobell empire.

"Autobell is continuously looking for optimal site and conversion opportunities in each of our markets," Noel said, "as well as exploring new markets." ■

*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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# N1 Buying Group Brings Purchasing Efficiencies, Networking to its Members

By Alan M. Petrillo

**W**hat would carwash operators give to be a member of a purchasing group that gave them the buying power of a huge national organization? Many such buying groups exist for various industries, and one such group has become available to multi-location carwash operators – N1 Buying Group.

It's mission, according to Chuck Howard, president and chief executive officer of Autobell Car Wash and a founding member of N1 Buying Group, is to bring purchasing efficiencies and networking opportunities to its members and suppliers while operating ethically and responsibly.

Howard said that the driving force was HOWCO Inc. and Autobell Car Wash, who identified the fact that the carwash industry didn't have an organization that could leverage the purchasing power of a group of operators and distributors.

"There also was a need to create a forum focused on improving products and supply chain processes," Howard said. "The N1 Buying Group, the first of its kind in the carwash industry, addresses these two primary concerns."

Here's how it works. The N1 Buying Group is set up as a cen-

tral billing purchasing cooperative for its members, where it negotiates supply agreements with some of the industry's top suppliers and manufacturers. The agreements specify that N1 Buying Group will earn rebates based on the total volume of purchases made by the members in exchange for recommending to the members that they support the supplier with their purchases.

Members still negotiate their own prices with the vendors and manufacturers. Rebates earned by the N1 Buying Group are in addition to any discounts the member negotiates on its own. The profit of the buying group, rebates minus operating expenses, then are paid out to members proportionately as to how they were earned. If a member's purchases represented five percent of the income earned, they would receive five percent of the rebates paid out.

Ian Gray, the group's executive director, said that members are asked to participate in the affairs of the Buying Group from time to time.



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*Continued ...*

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## N1 Buying Group ... *continued*

"Members help qualify and select preferred suppliers through a committee process," Gray said. "Members are elected to the Board of Directors to help determine strategy and set direction for the future. Group members are incentivized to attend annual meetings to participate in networking opportunities, including meetings with suppliers. It's also an opportunity for suppliers to meet with top customers and potential customers at a single event."

Howard pointed out that the financial benefits of membership include

centralized negotiations on major product categories, rebate programs with N1 suppliers, central billing for improved invoicing and payment processing, and improved payment terms.

In addition, he said, networking benefits of the group include the exclusive annual meetings, best practices sharing, and access to top level member and supplier executives.

Tom Hoffman Jr., chief executive officer of Hoffman Car Wash and Hoffman Development Inc., in Albany, NY, said many operators in the carwash indus-

try had talked about a buying group for years because of the benefits of better pricing and having an advocate for negotiating prices.

"We have Jiffy Lube locations at some of our carwash sites, and that franchise system has a buying group, so we were familiar with what a group could do," Hoffman said. "When Chuck (Howard) talked with us about getting involved in a carwash buying group, we knew it would be a good thing for us to be involved in."

Hoffman pointed out that his company is not only a N1 Buying Group member through Hoffman Car Wash, but also a supplier member through his InnovateIT Car Wash Equipment company.

"We are making chemical dispensing equipment, electrical controls, tunnel and motor controls centers, robotic wheel blasting equipment, and handling chains and rollers," Hoffman said. "As a small startup supplier, N1 Buying Group is helping InnovateIT get some traction in the industry."

Howard noted that in order to become a member of N1 Buying Group, a company must be recommended by an existing member.

"They would have due diligence done on them, and if voted favorably by other members, would be assessed an initiation fee of \$1,500, and annual dues of \$3,500," Howard pointed out. "If they come to the annual meeting, their transportation and room are paid for by N1."

He added that the organization currently looks to induct members that have multiple carwash locations, "in the eight to 10 location or more category, because we want to have a decent spread on the spending on supplies and chemicals. We want to use these bigger carwash groups to get the attention of vendors and manufacturers who would like to get involved with our group." ■

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To learn more about N1 visit  
[n1buyinggroup.com](http://n1buyinggroup.com)

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*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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# Are We Getting Stupider?

By JoAnna Brandi

Gary Hamel, speaking at a big customer conference where we both were presenting said, "In a time of accelerating change we are getting stupider by the moment." I've never forgotten it because I agree. If you're not getting better you cease being good.

I recently attended the WorkHuman conference in Arizona. It was my second year there – a conference with real people wanting to make a real difference in other human beings' experiences at work. These people got it goin' on!

I find it odd, crazy-stupid-odd, and pitifully heartbreaking that as 21st century humans we can't put our brilliant selves together and figure out how to treat each other with respect at work. While employee engagement numbers inched up another percentage point recently, Gallup still reports a staggering 87 percent of employees worldwide are not engaged in their work.

The WorkHuman conference gave haven to those who find ways to engage and energize their employees. These folks choose optimism over pessimism where we look to the workplace as a place where we want to and can be the fullest expression of our best selves.

My first stop on Day 1 was to see Dr. Christine Porath speak. She's the leading expert on Incivility in the Workplace. I am a real fan of her work. She helps people understand what happens

when they let incivility slip into their culture.

Today, I want to share some sobering thoughts with you. (They are important especially if you haven't done a lot to keep that good culture you created, nourished.)

Watch out for people who are diminishing others with their behavior and language. Be very clear about your company values and how they express. Be vigilant to make sure you are living up to your brand promise (which you so carefully constructed.)

Social media has given everybody a voice. That means nobody is "managing" your media, but your customers and your employees.

## Gotcha!

Transparency is happening, even if you haven't mandated it. If you as a leader don't have listening posts (town hall meetings, employee surveys, mistake of the month club, etc.) and aren't paying attention to little disrespectful behaviors that edge you from happy – to civil – to mostly civil – to not so much civil, be careful! Incivility can sneak up on you!

Negative news – because it plays into our biological negativity bias that keeps us safe from sabre-toothed tigers – wears away at optimism and eventually at civility.

## 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.*

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in business.



According to Dr. Porath, in organizations where civility drops, cognitive ability drops by 50 percent and creativity by 33 percent.

People with negative or nasty attitudes infect an organization. Those behaviors cause the executive function of your brain to shut down while the primal brain is narrowly focused on “who’s to blame” mode.

Blame and shame cultures whip up a potent fertilizer for stress-induced stupidity.

When you are stressed or angry for more than five minutes, according to research done at HeartMath.org, your immune system shuts down for six to eight hours. That is truly something to ponder.

You don’t only become stupider, you are in danger of getting sicker.

What happens to negative energy? You know the answer to that – it’s contagious. It’s as if we had to discharge negative energy on to another so we can manage the intensity of it ourselves. It’s part of our “old brain” wiring.

Too many negative emotions at work put people at risk for illness – but that’s not the worst of it. Negative emotions brought

home are responsible for divorces, chronic illness, distressed children and kids that become bullies. Just witnessing incivility at work makes people three times less likely to help and 50 percent less likely to share resources.

Oh, my! Did you ever see the day where you might have to put, “Be Civil” in the handbook?

I can hear you all screaming, “Yes!”

The #1 thing people want from their leaders is R-E-S-P-E-C-T.

I think we can figure out how to make that happen, don’t YOU?

In what three areas of your management practice might you be more respectful?



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](mailto:Joanna@returnonhappiness.com) or visit [www.returnonhappiness.com](http://www.returnonhappiness.com)

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*Dear Venus and Mars,*

*What issues do you face as operators during the summer months and how do you combat them?*



Heather Ashley

### Venus Says

Summer is my second most favorite season in the carwash business! It's second only because the Winter is more lucrative and washers are quick. Sure the spring brought pollen, but with it came the car trash they harbored for months!!

By summer, we have repaired whatever the cold temperatures damaged. The hoses and swivels in the self serves are in ready condition. The dollar bills have dried out from the rainy season and the changers are happy. Automatic bays are in full swing and the vending supplies are being reordered to last the summer season.

More customers are out during the summer and some are just building their stamina after a few months in a recliner. They are looking for activity. A carwash offers the best of both worlds with a mild workout, if you wash it yourself, that results in an immediately visible result.

The landscape has been freshened and the outside of the wash is looking good in the summer. We are paying attention to the little things. For example, shining the signage in wash areas with WD-40 to bring out their sheen. We are also blowing off the carwash lots so the little gravel and dirt can return to the proper location. Some folks might add fresh flowers or hanging baskets.

Summer means trash on a regular basis. Getting a basic trash cycle is key and everyone (especially the owner) should participate! Use our little trick of keeping some extra trash bags with the keys needed in all your vehicles and maybe those of family and friends. As unattended wash owners, we often swing by the washes on the way to and from evening events. Who are we kidding, we always go by the wash before and after any events!

Summer is the time of new growth and growth can happen in many ways. We find ourselves planning for the next Northeast Regional Carwash Convention (NRCC), thinking of new marketing ideas, visiting other carwash owners (we are a pretty fun bunch of people after all), and forming connections



Paul Vallario

### Mars Says

The summertime has its advantages and disadvantages when it comes to carwashing. The disadvantages being that the cars do not get that dirty and many people choose to wash their own cars. Both of these can significantly bring down wash volumes in the summer. Some of the advantages are that it's easier to clean the cars and there are much less operational challenges with the weather conditions being much more favorable than in the winter. So, I would say the biggest challenge in the summertime is keeping the volume up.

I've learned that no matter what you do in the summer you are not going to match the car counts of the winter and spring months as the demand is just not there. We do implement some different promotions to increase volume, which I'll talk about in a little bit. But what I prefer to do in the nicer weather months is try to increase my average ticket per car to make up for the loss in volume. The weather is much nicer, the roads are cleaner and again the cars are not getting that dirty. This being the case, people are willing to spend a little bit more on their cars this time of year. Knowing that their car isn't going to be filthy again in a day or two after washing it customers are more likely to buy the extras.

Promoting off-line services such as towel dry, interior cleaning and express detailing is much more effective in the summertime. Express Detailing requires less labor than full detailing and it can be done while the client waits and is more affordable than full detailing. In addition, what I've learned over the years is that an express detail will suffice on most cars. Also, more people are willing to purchase an express because of the convenience and lower price point. Our express detail services range in price from \$65-\$150. So, just adding a few of these per day can really boost your average ticket price on an average summer day.

Come the warmer weather, we tend to see a drop off in unlimited sign ups and increased cancellations. Some people pre-

*Venus and Mars, aka Heather Ashley and Paul Vallario, are carwash industry veterans. Heather Ashley is a past 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.the-carwashblog.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.*

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## Venus ... continued

that will later help us during times of crisis.

Finally, in unattended wash locations, we work hard in the early morning 'till the noon hour. We finish our office work during the hottest part of the day while enjoying an air conditioned office. We come out in the later evening to ensure everything is working well and remains clean. We network online during the heat waves on social media and check in with folks.

Relationships are important to us. You cannot always get the part you need in a timely fashion, but the guy down the street might have one on the shelf. Knowing your carwash neighbor, his equipment and becoming his friend may become the brightest part of your summer season!

Best wishes for a great summer, and you are welcome to come visit us in the Shenandoah Valley of Virginia any time! ■

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## Mars ... continued

fer to wash their own cars, many travel and then there are those who just feel it's not worth it as their car just doesn't get that dirty this time of year. One thing we do to try to prevent cancellations is offer a pre paid discount when signing up for six months of unlimited washes in advance. That keeps them as a member and gets them through the summer months just in time for winter when the demand ramps up again.

As far as actually cleaning the cars, I think it is much less challenging in the summer than the winter. The hardest thing to clean this time of year is bugs. It is much harder to get a bug that has been splattered on a bumper or windshield off than salt or pollen. We have to use some different chemicals in our prep area to loosen the bugs before they enter the wash tunnel.

All in all, the summer can also be a lucrative season for us car washers. Run the right promotions and offer the right services and increased revenue per car will make up for lower volumes. ■

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# Bring On Summer!!!

By Doug Rieck

As the bugs start hitting the windshield, thoughts cannot be far from the joys of summer. Boating, sun, outdoor fun, driving in a clean car. Right now, the majority of the bugs have been found on the fronts of cars of snowbirds returning back to their summer abode of Long Beach Island (LBI).

Down in South Jersey, the winter was far from a success for carwashing. We had one snowstorm and a whole lot of rain. The season was certainly not up to the standards of the past two years. On the other hand, it was not as bad as in some years past. The good news is that history is not yet written for our second season with pollen as I write this column. Being located in a summer resort market, we even get a third season in July and August, with the population soaring 20 fold. Eventhough they are here for a vacation, some minute percentage want a clean car. Washing cars at the Jersey shore can be difficult with the lack of real winters and the small winter population, but it is infinitely better than being a merchant with a 60-day window of making a living. Yes, summer is really 45 to 60 days at best. The Chamber of Commerce can talk about shoulder seasons (travel period between peak and off-peak seasons) all they want, but from the 4th of July until August 20th is the reality.

I live on LBI and my business is on the mainland. One of the business trends that has become visible post Hurricane Sandy is the fewer number of retail businesses on the Island. Most of the restaurants have become part of several local restaurant groups. Retailing has moved from "mom and pop" stores to the Big Box stores on the mainland. The vacation cottage you used to rent has become an elevated mini mansion with air conditioning. The summer vacation experience has become different, slicker, and way more expensive. Summer vacations are a real business, and not what they were growing up. The consumer expects more. As far as the restaurant consolidation you can draw an analogy to our carwash industry. The bottom line is that Millennials and all the different generations have higher expectations than those in my Baby Boomer generation. To survive we must adapt and serve.

About 12 years ago, I changed my primary wash from a full-service to a flex-service model. It was expensive and difficult, but it was also the best business move I ever made. Changing my model has resulted in better customer service and allowed us to survive in the difficult years. We are flex serve so we have a higher need for staffing than in the express model. We have varied the level of staffing for the flex over the years from "robust" down to what I call, "just enough." On peak days we have more staff. This has enabled the payroll to be lean. Unfortunately, the time has come to change with the times. To ensure service, I need more employees.

## Creative Recruitment

There is a shortage of good workers, so we need to staff up so that we have extra people to cover turnover. That seems like a paradox to employ more when there is less, but a necessity when jobs are plentiful and workers scarce. Callouts are more frequent. We

have not used High School students for more than 20 years, but this winter we were successful in employing 15- and 16-year-olds with working papers. They want the money and are flexible and very good at customer service. A key has been in paying adequately – more than minimum wage. They may be school kids, but they know their value. My 14-year-old son had his first job last summer working at an amusement park. This summer he will return and bring friends with him for jobs. His employer pays a \$50 bounty on any friend he refers, who works out. I am copying that bounty idea. Offering \$50 to a high school student is big money. The bad part is that our costs for labor are always going up. As I have said before, we need to keep up with our pricing to reflect the rapidly increasing cost of labor and the shortage. I have not started a worker at minimum wage for more than five years, and the rapid run up to \$15 an hour will have many consequences.

## Self-Serve Allure

The next part of summer spotlights self-service carwashing. I am the oddity in New Jersey in that I own three self serves, and I like the business. New Jersey is the land of taxes and high prices. Fortunately, however, we are not called the Garden State for nothing because there are vast stretches of forest, farms and suburbia (really, there are!). There is still a viable market for self serves. The catch, as always, in that carwashing is location and doing it right. To do it right, you need a good inbay automatic, in addition to your bays and vacuums. Perhaps 30 years ago a self-service wash without an automatic could survive, but certainly not today. Inbays generate consistently more than 60 percent of your gross and draw customers to the vacuums, and vending.

I own both a frictionless and a friction inbay. Both are new and I love them both, but my first choice would be friction. They clean better and cost less to run. I also think the superior cleaning leads to a better perceived value. Yes, there are some devoted fans of frictionless washing, but they are in the minority, in my opinion.

At one location, I compete with two good frictionless washes each about 10 miles away, and I get some of their customers because I clean better. The downside is the potential for damage. One of the key points with an inbay is to have a strong relationship with a good distributor who does inbays as his primary job. Preventive maintenance and fast service is essential. Down time is your enemy. We always have more than 60 rain days a year, and with an inbay you still will wash a few cars even on a rain day. I learned that the hard way.

Self-service washing has changed with the times. Today, it is more than just high-pressure soap, rinse and a foam brush. You need all the additional services you can squeeze into the mix. Inbay blow dryers are big now. Credit card acceptance is a must. At each of my four-bay self serves we take in more than \$1,000 a month in cards. Some months double that figure. All of my bays take dollar bills. I want the customer to be able to spend money any way he or she wants to spend it. Besides, it's more fun counting bills than hauling quarters.

Self-serve customers are changing like all customers, they expect more. We need to deliver if we want to grab this next generation of customers. One of the good parts of the self serve model is that customers only see the new coin boxes and bay equipment. They don't know the backroom pumpstands are the same ones their parents used as teenagers. New pumps though!

### Nashville Bound

I'm looking forward to The Carwash Show in Nashville. As always there will be a lot to see. On my "to do list" is to check out which way to take my conveyor tunnel for the future. On my immediate list is seriously looking at the new chemical dispensing systems. Both of my new inbays use them and they offer so many advantages over past older systems. Flo Jets were great 15 years ago, but we can do much better, achieving better show, presentation, chemical economy and reliability.

Enjoy the show, use it to plan and network. The summer is now here so enjoy the warmth, but remember Aesops Fable about the ants and the grasshopper. Now is the time to plan for next winter's washing season. ■

*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

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# When In Doubt, Swap that Roller Out!

By Gary Sokoloski

As I think of all the things that move in our carwashes, it's the roller that keeps everything moving. It doesn't matter what size, type, or style carwash you have, it rolls on something and/or somewhere. Keeping this in mind, when you take preventative steps to keep things rolling, ultimately to avoid them from binding up and dragging, you will save all types of problems from arising. After all, they are called rollers – not draggers.

It always amazes me when customers complain about changing their rollers. The alternative, ignoring them and letting them drag until something else breaks, just doesn't make sense. Remembering that part of a roller's job is to fail before something else does will serve you well and could prevent downtime. Many times we have stood in amazement looking at a worn-out conveyer deck or the rail on an inbay automatic, which has been worn paper thin due to a roller that has destroyed the material it is supposed to be rolling on. Take inventory and make a plan to change your rollers as soon as they show signs of wear. There is no medal awarded for the roller that lasts the longest.

Looking down your tunnel there are many rollers that need attention. They start with the entrance garage door and end with the exit garage door and are in almost every piece of equipment

in between. On your conveyer, there are rollers on the dollies, the sprocket to move the chain, and the piston to lift up a dolly. The mitter has rollers that in some models need maintenance and in other models are plastic and just need replacing once they have worn. There are rollers to help side brushes extend and retract, as well as rollers to make dryers move up and down. To keep everything rolling in your tunnel, you need to know what and where they are and how to take care of them.

Take a look into your inbay automatic and that will give you another set of rollers to inspect and maintain. There isn't a machine, friction or touchless, that doesn't use rollers to get its job done. Whether it's a Gantry machine rolling on rails on the floor, or an overhead designed machine that hangs on rollers that are mounted to the walls, rollers are everywhere, therefore, maintaining them is one of the most important maintenance items.

Moreover, the same maintenance that is used for tunnel rollers applies to the inbay rollers, as well. Hopefully, they take grease and can be measured to evaluate when they need replacement.

Bearings are rollers too. As you look at your equipment and try to put together a good maintenance plan, don't forget, if it is

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round, it's probably a roller. Think about a bearing, which is the ultimate roller. Bearings are attached to a shaft and roll back and forth or in a circle. They have round ball bearings that keep it rolling smoothly. Thus, a good bearing is usually greaseable and will give you years and years of service as long as it is in balance and maintained. Some would say a bad bearing is greaseless and is only good for a certain period of time until it needs to be replaced. The term "Sealed for Life," when referring to a bearing, means the life of the bearing, not the equipment to which it is attached. As with everything in our carwashes, it is better to be able to service and maintain an item than just wait until the day it decides to fail.

As you maintain and replace your rollers, know you are working on a key part of your equipment. When in doubt, "swap that roller out." Keeping that mantra will help to prevent unneeded wear and tear on your equipment and prevent downtime. If it rolls, it wears and if it wears, it needs maintenance and replacement over time to continually keep your business rolling, as well. ■

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



Gary Sokoloski

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# When to Seek More Towel Advice

By Valerie Sweeney

After speaking to several of the experts in the laundry industry, I have found that properly washing your towels comes down to four main factors: time, temperature, agitation and chemical formulation.

While we have given a lot of towel advice over the years, there are some washing questions that are best kept to the laundry experts. Since washing conditions vary from location to location, finding the right way to wash your towels could take some trial and error. When you are having a tough time, it is best to contact your laundry advisor, such as a laundry chemical supplier.

Knowing that time, temperature, agitation and chemical formulation all play a role in the care of your towels, it is important to know that once you adjust one of these, then you will need to compensate somewhere else.

## Time

Time refers to the length of your wash, soak, rinse and spin cycles. The amount of time will depend on the type and age of the laundry machine, the kind of towels you are washing, the

quantity of towels placed in the wash, the detergents used, the temperature, the alkalinity of the water (hard or soft), the types of waxes used (paste or spray), etc.

## Temperature

Temperature also plays a major role in the washing of your towels. To properly break in towels, it is best to wash them in hot water (but not for microfiber). These higher temperatures help to break the towel in quicker by opening up the fibers. All towels should be washed in hot water during the breaking-in process. Not all carwashes have access to hot water, however, so once again, it might require you to adjust either the time, agitation, chemicals, etc.

The lower the temperature of the water, usually the more detergent you will need to get a clean wash. If you do not have access to hot/warm water, then work with your chemical supplier to find the right detergent combination. A heated dryer is usually good for terry towels, but the kiss of death for microfiber. The high heat will burn the fibers. Microfiber is best washed in cool temperatures.

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## Agitation

Agitation is dependent on the type of laundry equipment that is used. The model and the age of your equipment plays a role in your entire washing process. Also, the amount of towels you load into the washer can affect the outcome. I've heard from many people that microfiber washes well when you put a lot of them in together. On the other hand, too many terry towels at once can sometimes be an issue. If you overload, you prevent the towels from getting fully clean, and they might have that musty smell. How many towels do you need to wash together at a time? Are you getting the results you need? If not, you may have to look closer at water fill levels, wash times, updated machinery, etc.

## Chemical Formulation

The chemicals you use at the wash, the types of waxes, and the detergents all affect the laundry procedure. When figuring out the best way to wash your towels, you will need to consider how you are using them. If you are solely using your towels to dry the car, then washing is fairly simple. However, once you introduce towels with wax or other products, then you may need to change what you're doing. Even the type of wax, like spray or paste, will affect the manner in which you need to wash your

towels. The substances that are on the towels may require a different set of washing instructions than the ones printed on the label of the towel. Once again, it is best to check with your chemical expert. The towels might require a different temperature setting, or may need to be washed longer/shorter.

I would love to come up with a set of instructions that applies to all carwashes, but truthfully, what works for one wash may not work for another. The temperature of your water, the alkalinity of your water, the amount of time you use to wash your towels, the type of washing machinery you have to wash your towels, the many different chemicals you use, and the types of detergents you have all play a role in finding the right wash to wash your towels. You will need to start with the basic washing instructions for your towels, then tweak them as you see fit to work with your location. For more specific washing instructions, contact your chemical wash supplier or the person that supplies you the detergents. ■

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



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**PRESIDENT'S COLUMN**

*It's hard to believe that we are moving past the midway point of 2019! We have made it through winter weather and can begin looking forward to warm and sunny days, which means those carwash bays will surely be kept busy. With the ebb and flow of business, I hope that you have been able to get ahead of some of your goals for this year.*

*If you've been feeling a little "stuck" lately, it might be time to try something new – and that just might be reaching outside of your comfort zone to network with fellow carwash professionals. The Carwash Association of Pennsylvania (CAP) is pleased to offer several opportunities like this to you this year!*

*We have an active event schedule slated for 2019, and we want to be sure these dates make it to your calendar! Everyone from the carwash community is invited to attend any of these events, and we would enjoy seeing you and getting to know you and your business better. Please save the dates for the following:*

❖ *The Annual CAP Dinner and Tabletop Show will take place on Thursday, June 6, at the Hollywood Casino in Grantville, PA. This event provides a prime opportunity to network with carwash operators and vendors, as well as hear from an industry-relevant speaker who helps us, as carwash professionals, continue to expand our knowledge and expertise.*

❖ *Then, on Thursday, September 19 at the Cumberland Golf Club in Carlisle, PA, we will again host The Annual CAP Golf Outing. Last year we nearly doubled the number of golfers and plan to keep growing the event this year, as well! What also grows every year is the amazing assortment of prizes and giveaways. Every golfer will walk away with a full bag or box of items to enjoy – and the top foursomes receive generous cash prizes! Whether you come for the golf or the networking, this is an event you don't want to miss. More information on both of these events can be found at [www.pacarwash.org](http://www.pacarwash.org)*

*I would be remiss if I did not remind my fellow carwash professionals that it is not too late to become a member of the Carwash Association of Pennsylvania (CAP)! Our membership is open to both owners/operators (just \$195 annually), as well as vendors (just \$395 annually). For this very reasonable price you will receive a variety of membership benefits, including free admission to our June dinner and tabletop show, which practically pays for itself. To learn more about becoming a member, please email us at [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org)*

*Finally, I wish to thank you, the carwash community, for engagement, passion and commitment to the industry. I'm encouraged by the amount of synergy I have seen take place between businesses and how we continue to rise to the occasion to help one another out when needed. Let's keep up this community!*



Keith Lutz  
Carwash Association of  
Pennsylvania President

**CAP CALENDAR**

**THURSDAY, JUNE 6**

  
**CAP Annual Dinner & Table Top Show**  
**Hollywood Casino, Grantville, PA**

**THURSDAY, SEPT. 19**

  
**CAP Annual Golf Outing**  
**Cumberland Golf Club, Carlisle, PA**

**More information on CAP events can  
be found at [www.pacarwash.org](http://www.pacarwash.org)**



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**PRESIDENT'S COLUMN**

*Well, as the Ella Fitzgerald song goes, "Summertime, and the livin' is easy..." Well, maybe not easy but hopefully a little less stressful for many of you. I like to take this time to reconnect, re-energize and review what is going on at my site and with the association.*

*It's the perfect time to take a close look at your operation and fix and upgrade what you need to before the busy winter washing season hits. It might be worthwhile to ask a friend or colleague to run through your site and give you some feedback on what they like and what can be improved upon. Is your wash's exterior in need of a coat of paint or a power wash? Has your cloth seen better days? What about your lighting? Your landscaping? Your conveyor or inbay? Is it time to bite the bullet and upgrade?*

*Now is the time to do it! And NOW is the time to register for the 30th Northeast Regional Carwash Convention (NRCC), September 23-25, at the Atlantic City Convention Center. It's hard to believe that 30 years ago this show got its start in a hotel in Newport, RI, with a few rooms of table top exhibits and a handful of educational programs. Look at where the show has come! We now have more than 325 exhibits and more than 1500 attendees in a three-day event. If you have never attended the show, you are really missing out. To learn more visit [nrccshow.com](http://nrccshow.com)*

*On the association front, we are still battling the sales tax imposed on us several years ago but forging alliances with some of the new key players in Hartford. This is a marathon, not a sprint, but we are still working tirelessly on your behalf.*

*There are also several new anti-business initiatives facing operators across the state including the proposed Family and Medical Leave Act (FMLA), the minimum wage hike and shift scheduling. These initiatives came out of the Labor Committee and have been making their way through the General Assembly this legislative session. Your association is looking at all of them and determining how best to represent you all on these issues. As always, feel free to reach out to me and give me your thoughts and feedback at [tcw543@att.net](mailto:tcw543@att.net). Together, we can accomplish great things! If you have not yet renewed your membership, please visit our website at [wewashctcars.com](http://wewashctcars.com) and do so today!*



*Bob J. Rossini*

Bob Rossini  
CCA President



**CONNECTICUT CARWASH ASSOCIATION**

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**CCA MISSION STATEMENT**

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

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## CCA GOLF CLASSIC REGISTRATION FORM

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# Higher Taxes, More of the Same From Hartford in 2019

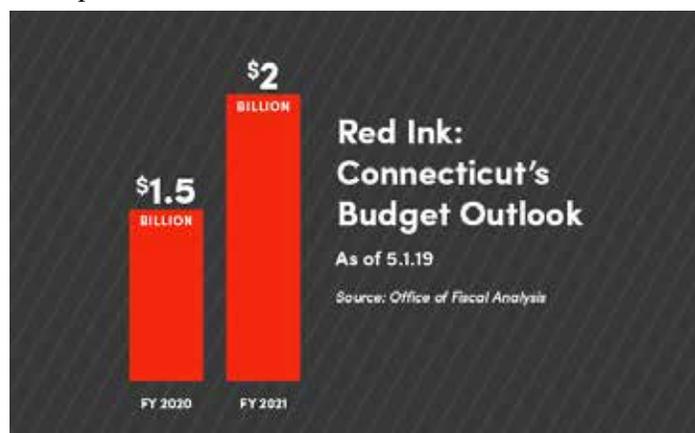
By P.J. Cimini

The 2019 Connecticut General Assembly has been meeting since January 9 with a new Governor and a new General Assembly. The Legislature will end on June 5. Below is an update on some of the issues we've been working and following in the session.

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 is a major night for Democrats in the General Assembly, the party recaptured the majority in the state Senate and have increased their 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.

## Budget Committees Approve Higher Taxes, Spending

Two key legislative committees recently approved budget packages that increase taxes and spending, setting the stage for negotiations with Gov. Ned Lamont in the closing weeks of the legislative session. The Appropriations Committee approved a two-year, \$43.3 billion spending package on a 32-17 party-line vote April 29.



That package is slightly larger than the \$43.1 billion proposal Lamont presented to lawmakers earlier this year. The committee's plan increases spending by 1.9 % in the first year and by 3.6% in year two. The legislature's Finance, Revenue, and Bonding Committee May 1 voted 29-21 to increase taxes by \$1.01 billion in fiscal 2020 and by \$1.33 billion the following year.

Democrat state representatives Buddy Altobello (D-Meriden) and Stephen Meskers (D-Greenwich) joined all Republican committee members in opposing the measure. The committee rejected a number of the Governor's revenue proposals, including limiting his broad expansion of the sales tax to just five industries – parking, interior design, safety apparel, ride-sharing services, dry cleaning and non-coin operated laundromats.

## More of the Same

When the tax and spending packages are viewed together, it's clear lawmakers are pushing out more of the same while missing a key opportunity to turn the state around. Both the Governor and the legislature rely on revenue hikes to close the state's projected two-year, \$3.5 billion budget deficit. The Appropriations Committee included funding to hike the \$10.10 hourly minimum wage to \$15, and adopt paid family and medical leave.

The Appropriations Committee's budget includes \$1 million for the Manufacturing Pipeline Initiative. While the plan allocates more money for education, it does not fund Lamont's request to hire consultants to assist school districts with regionalization and shared services. It also includes \$2.25 million to fund start-up costs for a controversial proposal to open the state employee healthcare plan to small businesses.

Lamont and lawmakers must now negotiate those items as well as the Governor's plan to shift a portion of teacher pension costs onto cities and towns. While the legislature's proposed budget package is not the biggest tax hike Connecticut has seen in recent years, lawmakers must consider our lackluster economy. In 2018, Connecticut businesses created half the number of jobs the state's Labor Department projected. In addition, the first three months of 2019 saw the loss of 3,400 jobs. While the state's GDP did grow by 1% in 2018, that pales in comparison with the 2 % growth in other New England states and the 2.9 % growth in the rest of the country. With a new Governor and many new legislators, there was hope 2019 would see a continuation of the progress made with the adoption of a bipartisan budget in 2017.

Unfortunately, the budget package falls short of that mark, instead relying heavily on new revenue or opting to extend taxes set to expire in the coming year.

## Unsustainable Course

For example, the budget imposes a new 2% surcharge on the capital gains on high-income taxpayers – those most capable of leaving Connecticut. While most states keep capital gains taxes low to encourage investment, Connecticut is moving in the opposite direction.

The budget plan also extends the 10% corporate surcharge to the 2019 and 2020 income years. Although the surcharge was set to expire altogether, at least lawmakers agreed to continue it on a temporary basis. Taxes on tobacco products, alcohol, and restaurant meals will increase. Single-use plastic bags will have a 10-cent fee and filing fees for pass-through entities will increase.

## Driving Away Investment

Capital gains are the profits investors earn from selling property or investments for a higher price than initially paid. Those profits are taxed differently than income through the capital gains tax, which most states keep low to encourage participation in financial

## Connecticut's Tax Rates

Source: Commission on Fairness of Stability and Economic Growth



markets and provide businesses with access to investment capital. If SB 1136 is enacted, Connecticut would have one of the highest capital gains taxes in the country – and be one of only two states that tax short-term capital gains at a rate higher than ordinary income. And, it would be the only state to tax long-term capital gains at a higher rate than ordinary income. With a new surcharge on capital gains, investors are likely to invest elsewhere, or wait to sell their investment assets after they leave Connecticut.

### State Income, Capital Gains Tax Rates

State	Top State Income Tax Rate	Combined State & Federal Top Capital Gains Tax Rate
Connecticut	6.99%	29%
Maine	7.15%	29.8%
Massachusetts	5.1%	28.1%
New Hampshire	5% (dividend, interest income only)	25%
New York	8.82%	31.5%
New Jersey	8.97%	30.7%
Rhode Island	5.99%	28.6%
Vermont	8.95%	30.4%

Source: Tax Foundation

## Other Measures

### Municipal Property Tax Changes

SB 1139 was considered this session that would change municipal property taxation by repealing the current 70% assessment ratio for all properties, replacing it with a 100% assessment, and eliminating the property tax on motor vehicles. The measure died when the committee failed to act on it.

On its face, SB 1139 treats residential and commercial property equally in terms of applying the new assessment rate. But it also allows for a mitigation process that benefits only one property classification. The reforms in SB 1139 do not help attract businesses to our state, particularly to our cities that critically need more commercial development,” he said.

### Mandatory Payroll Tax

SB 1143 creates a mandatory employer compensation expense tax similar to the voluntary program New York state recently adopted to overcome the new federal caps on state and local tax deductions. New York’s program shifts a portion of the employee tax burden to employers, who may be able to circumvent SALT deduction limitations through tax deductions for business tax purposes. The employee has wages reduced and theoretically is made whole via a tax refund at the end of the year.

While in a perfect world the idea makes sense, it still creates a host of unanswered questions for employers and employees. For example, it impacts employees living paycheck to paycheck and is silent about employees who work in Connecticut but live in other states.

### Growing Bipartisan Concerns as Paid FMLA Advances

While legislation creating paid family and medical leave moved one step closer to becoming state law recently, lawmakers from both sides of the aisle are voicing growing concerns about the mandate. The Legislature’s Finance, Revenue, and Bonding Committee approved both SB 1 and HB 5003 April 15 on 27-21 votes.

There are significant concerns about the sustainability of Connecticut’s proposed paid FMLA mandate.

Two Democrats, Rep. Jill Barry (D-Glastonbury) and Rep. Kerry Wood (D-Rocky Hill), joined 19 Republicans on the committee in voting against the measures. Barry says while she supports the paid FMLA concept, the bills “need work.”

*Continued ...*



### Small Business Impact

She was one of several Democrat and Republican committee members who expressed concerns with the bills, particularly the impact on small businesses. Sen. Carlo Leone (D-Stamford) said the two proposals still need “real work” before facing full votes in the state Senate and House. Rep. Jason Doucette (D-Manchester) acknowledged that small business owners are concerned with paid FMLA but said lawmakers should move the bills out of committee, knowing they will be negotiated further.

### Payroll Tax

Under both bills, the state will tax workers 0.5% of their pay to fund the program – regardless of whether their employer already provides the benefit or whether the worker ever takes paid leave. The proposals, which exempt most public sector workers, provide up to 12 weeks of paid leave, at 100% of pay, capped at \$1,000 per week. Employers will be required to continue to provide non-wage benefits to employees on leave.

Connecticut is proposing the richest benefits of any paid FMLA program in the country – for instance, neighboring states cap benefits between 55-80% of salary, with higher eligibility thresholds. There are significant concerns about the sustainability of the Connecticut proposals. For example, the full 12-week benefits for a worker earning \$52,000 annually require the maximum payroll tax contributions from 47 workers.

### Startup, Administrative Costs

The legislature’s nonpartisan Office of Fiscal Analysis also estimates paid FMLA requires \$13.6 million in startup costs and another \$18.6 million annually to administer. A third paid FMLA bill sponsored by the Governor, SB 881, was approved by the Labor and Public Employees Committee earlier this month.

### State Senate Confirms Governor’s Economic Development Chief

The General Assembly approved Gov. Ned Lamont’s appointment of former Goldman Sachs partner David Lehman as commissioner of the Department of Economic and Community Development. Lehman, 41, of Greenwich, will also serve as senior economic adviser to Lamont.

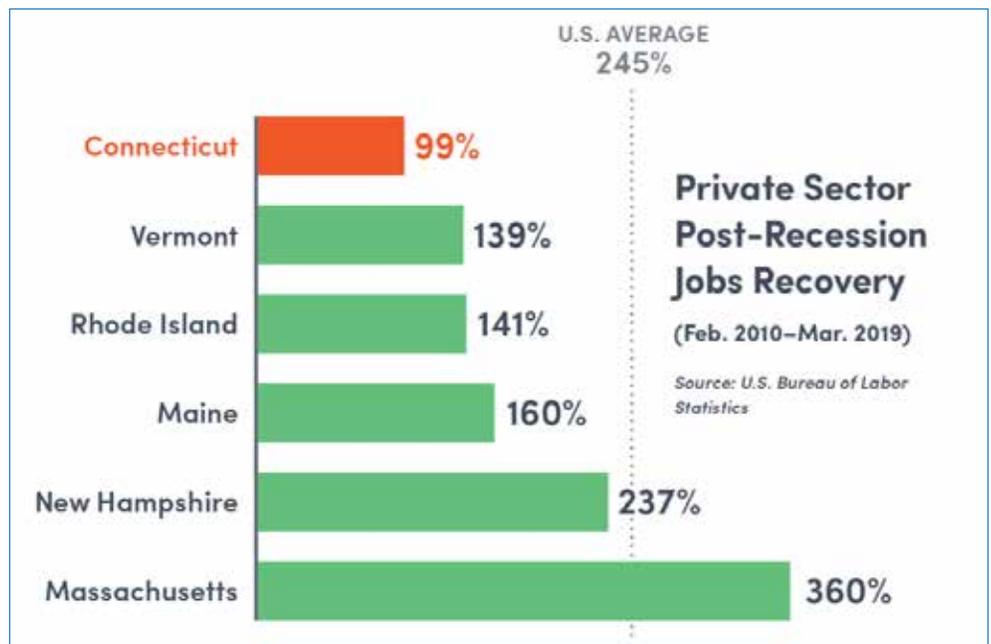
Lamont called Lehman’s confirmation, “a critical step towards our aggressive commitment to growing Connecticut’s economy – through strategic policies and programs in support of all facets of our diverse economy.” Lamont said Lehman, “has hit the ground running – connecting with over 30 of our state’s business leaders, touring compa-

nies in nearly a dozen communities across the state, meeting with all regional chambers of commerce, and sitting down with numerous legislators.” Lehman left a successful career to lead DECD and, like the Governor, will not be paid a salary.

He will coordinate a collaboration between DECD and a rejuvenated Connecticut Economic Resource Center, a public-private partnership originally created to help towns and companies. Former PepsiCo chair and CEO Indra Nooyi and retired Webster Bank chair and CEO Jim Smith will jointly lead CERC. Lamont said Lehman, Nooyi, and Smith will be part of his “strategic vision to aggressively pursue business” and grow the economy.

### Jobs Numbers Take Hit

Connecticut lost 3,400 jobs in the first quarter of 2019, a troubling pattern at odds with the moderate to strong growth in most of the region and the country.



## Private Sector Numbers ‘Troubling’

Private sector employers shed 1,100 positions in March, bringing the sector’s first quarter losses to 3,300. The sector also fell below the post-recession expansion point for the first time since last year. Overall, Connecticut has recovered just 80% of the 119,100 jobs lost in the 2008-2010 recession, the only New England state and one of just a handful of states in the country yet to reach full recovery. The unemployment rate rose one-tenth of a point in March to 3.9%, the highest in New England.

## Industry Sectors, Labor Markets

Half the state’s 10 major industry sectors posted job losses in March, led by construction, which lost 900 positions. Leisure and hospitality lost 700 jobs, followed by professional and business services (-600), government (-200), and information (-100). Financial activities gained 700 jobs in March, followed by trade, transportation, and utilities (200), education and health services (200), and other services (100).

Manufacturing was the quarter’s strongest performer, adding 1,100 jobs or 0.7%. Manufacturing was unchanged for the month, although the sector was the quarter’s strongest performer, adding 1,100 jobs or 0.7%. Three of the state’s main labor market areas lost jobs in March, led by Bridgeport-Stamford-Norwalk, which contracted by 600 positions. New Haven lost 300 jobs and Hartford declined by 200 positions. Norwich-New London-Westerly added 600 jobs, followed by Danbury (200), and Waterbury (200).

## Democrats Retain West Hartford House Seat

West Hartford Democrat Tammy Exum won the special election for the 19th state House District April 16. The district covers parts of West Hartford, Farmington and Avon. Exum defeated Avon Republican Robert Margolis for the seat, left vacant following Democratic incumbent Derek Slap’s move to the state Senate after a February 26 special election. Exum is a former West Hartford school board member. Her election gives Democrats a 90-60 advantage in the state House, with one vacancy. Unofficial results show Exum with 2,407 votes – roughly 65% – to 1,319 for Margolis. Slap ran unopposed in last November’s general election.

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## Bridgeport Voters Decide Vacant House Seat May 7

One other House seat, the 130th District, remains open after the sudden, unexpected death of Democratic Rep. Ezequiel Santiago. Four Democrats and one Republican have filed to run for the Bridgeport seat. Antonio Felipe, 23, is the Democratic nominee. Three other Democrats – former state representatives Christina Ayala and Hector Diaz, and Kate Rivera – filed as petitioning candidates.

The Republican candidate is Joshua Parrow, a New York state resident who came to Bridgeport in 2009 to attend the University of Bridgeport and now works there. Bridgeport voters head to the polls in a May 7 special election to fill the remaining vacant Connecticut state House seat.

The 130th District, covering a portion of Bridgeport, was held by Democratic state Rep. Ezequiel Santiago, who passed away unexpectedly in March. Santiago was reelected last November with 89% of the vote, defeating Republican challenger Terrence Sullivan. ■



*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](mailto:pj@csqct.com)*

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**PRESIDENT’S COLUMN**

*By the time you read this The Carwash Show will be a memory, and the summer will be upon us.*

*This has been a busy year for your association and we have had some great and relevant meetings. Your board is working on completing our agenda for next year. In early June we held our annual carwash tour to several washes in Monmouth County and in August we have our Children’s Specialized Hospital Golf Outing at Suburban Golf Club in Union. This event benefits The Children’s Specialized Hospital, the largest pediatric rehabilitation hospital in the country and it’s right here in New Jersey. Last year we were able to present them with a check for \$7,000. This year’s date is Monday, August 4. If you golf come on out, but if you don’t golf come out for the dinner and meeting. As always, we are looking for non-golfing members who can help out. My golf limit is miniature golf with my kids, but I help out at a hole as needed and it’s a lot of fun and a great day to see and talk with fellow operators. You can learn more and register at cwonj.com*

*As a reminder to all, we have several minimum wage increases coming up. The first on July 1, 2019. The new wage will be \$10 an hour. The second happening on January 1, 2019. That one raises the minimum wage to \$11 an hour. There is a steady upward progression ultimately culminating in a \$15 minimum wage in 2024.*

*Perhaps, of more immediate concern, is the shortage of workers in New Jersey, at least in South Jersey. In 2018, I started hiring at \$10 an hour. This year, it is \$11 an hour. I was told yesterday by an applicant that he can get \$12 an hour starting at several other jobs.*

*Summer is upon us and the sun should be out, and the rain of the past few months evaporating. Since I’m at the Jersey shore, my plan is to enjoy the summer. My other intent is to borrow as many customers as I can this summer as they come down to enjoy the sun and fun of the shore. We are great at getting sand out of cars, it’s part of our life, besides, we need it back for the beaches. You will get your customers back when school starts and we begin to prepare for the winter of 2020.*



*Doug Rieck*

Doug Rieck  
CWONJ President

**CWONJ Member Handbook Roll Out  
Wednesday, November 13  
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## CWONJ Launches Member Handbook

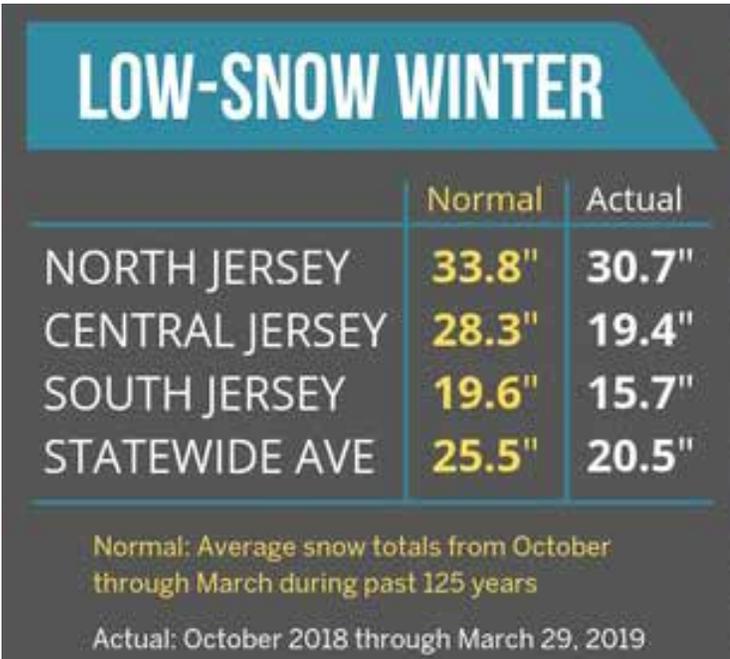
The Car Wash Operators of New Jersey (CWONJ) have worked tirelessly the last several months, with the direction of Alvaro Hasani of Fisher Phillips, to develop a comprehensive handbook for our members. It's finally done! If you are interested in receiving a copy, that you can adapt for your wash, please give the office a call at 800/287-6604 or email [mediasolutions@nycap.rr.com](mailto:mediasolutions@nycap.rr.com)

## Summer Weather Is Looking Good!!!

According to AccuWeather, the summer weather outlook is for hotter temperature and fewer rain storms this summer in New Jersey.

After some back and forth weather in June, July should be more consistent with some of last year's 90-degree days and drier conditions.

*Looking back at NJ's winter weather ...*



# Be Ready for Pushback Against Your Best Ideas

People say they want something new, innovative, outside the box, but often they reject your most creative ideas for being too wild and “outside the box.” What’s up with that?

According to experiments carried out at the University of Pennsylvania in 2010 involving more than 200 subjects, new ideas often generate a feeling of uncertainty in people, which makes them feel uncomfortable. Researchers measured levels of unconscious bias in subjects and found that even people who say they’re looking for fresh, original ideas associate such ideas with negative words and emotion like “poison” and “agony.”

When you’ve got a great idea, be prepared to overcome this instinctive bias and you’ll do a better job of convincing people that you’re on the right track. It won’t necessarily be easy – the research found that even objective evidence in favor of a creative concept doesn’t motivate people to embrace it – but it will be worth it in the end. ■

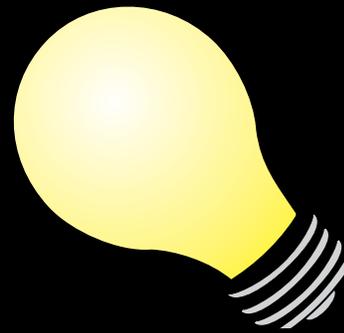


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# June Wash Tour Recap Coming in Our Fall Issue!

## Splish Splash Car Wash



This newly opened site features an STI belt conveyor with a Belanger Spin Lite tunnel, Motor City Dry & Shine and Washify pay station and controller. Owner: Frank Lomangino



## Planet Wash & Express Lube

The site features a 90-foot express tunnel with Sony's and MacNeil equipment and a Quaker State two-bay lube. The environmentally-conscious site was built two years ago. Owner: Greg Broselovsky

## Jersey Auto Spa

The former Conte's Car Wash site is now a state-of-the-art full serve with a McNeil rack of equipment, TSS arches, a 120 foot conveyor, Simoniz chemical and a Micrologic controller and vacuums. It also includes three bays of outside detailing and one inside detail bay. Owners: DawnMarie & Sergio Lopes



On June 4 the CWONJ tours these three outstanding facilities and caps off its day with lunch at The Eventide Grille on the Jersey Shore.

Read all about it in our fall issue!



# Go Phillies!

*Q. So, how much fun can Amin Khalifa have?*

*A. A whole lot!*

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## PRESIDENT'S COLUMN

*This was our third or fourth spring at Dominion Raceway near Fredericksburg, VA. We just keep getting more and more people (60+) turning out. The Speed Karting had a steady stream of daredevils who fearlessly challenged one another and spun out trying to defy the laws of physics. A new activity was to follow a pace car on the big track. It was really cool to see the Flagstop Car Wash, tricked-out, vehicle followed by a line of mere mortal cars. The open bar provided refreshment and the BBQ dinner was once again first rate. This is the place where you can talk carwash with people who want to talk carwash, too.*

*Thanks for the generosity of Chris Del Monte of the Route 3 Car Wash in Fredericksburg for opening up his doors for us to tour the wash. I don't think I have ever seen so many vacuum stations, at least 22, many of them under canopy. Chris and his staff were very warm and welcoming to all.*

*Our speaker was a carwash operator from Cheyenne, WY. Justin Salisbury is the COO of Breeze-Thru Car Wash operating nine locations in Colorado and Wyoming and adding two more this summer. Justin is most proud of the 150 employees and the culture he has helped develop to empower each employee and prepare them for their future; some with the carwash, some doing other things. His success is in helping young people find a purpose and a way to channel their strengths productively. The average staff member stays with Breeze-Thru for 1.5 years. That's a remarkable achievement.*

*Justin has created a program called, "Leadership Worth Following." He begins by surveying everyone to use their phone and to give live feedback so "The Car Wash industry can improve ENTIRE communities." Then he lets them ponder that thought. So often, we are concerned about just staying in business, with pressures from all sides. Justin's point, as I got it, is that running your wash well means discovering purpose and serving the interests of your staff. And if we do that well, our staff learns to have a positive attitude as they acquire skills sets that prepare them for careers; in or out of the industry. One of Justin's final questions, one that I found very hard to answer, was to list three words that describe a leader. We all voted with our phones and the screen filled up with attributes of leadership. I hope you have an opportunity to see Justin's program, it's well worth it.*

### **Wash to Save the Bay**

*It's not too late to sign up to participate in the Wash to Save the Bay for 2019. The promotion will last the whole month of June this year. We have buttons and Windmaster signs to let your customers know how much you care about the water that we depend on for everything. This is the 7th year of the program, and we have already raised more than \$60,000. We need more operators to sign up, and even small contributions mount up.*

*Mark your calendars for the NRCC in September 23-25, at the Atlantic City Convention Center. It a great trade show and so close for us.*

*The MCA fall meeting will be October 16 at Herrington on the Bay. On November 6, we are returning to Shepardstown, WV, to the Bavarian Inn, which has a new*

*Continued on page 62 ...*



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# What Is Your Definition of Overbuilt?

By Alan M. Petrillo



There are always two sides to every situation, and car-washing in the Fredericksburg, VA, market is proving the point. Some carwashers are saying that the area is getting overbuilt with carwashes, while other operators believe the opposite to be true, that while there are plenty of carwashes in the town, competition is thriving.

Dave DuGoff, owner of College Park Car Wash in Chevy Chase, MD, a facility with frictionless inbays and self-service carwash bays, thinks the Fredericksburg market may be a bit too crowded. "There may be some equipment vendors who are not giving good advice to people and making a sale where it shouldn't (be made)," DuGoff said. "However, there are more responsible distributors who would walk away from an equipment package that would not do well in a particular area."

In terms of self-service installations in the Fredericksburg market, DuGoff notes that, "self serve is still an enormous cash business, but the owner has to be in there and count the money

in the bill changers, and do the inventory to know that it's right. Carwash investors are not hands-on like owner-operators are."

David West, a carwash operator who has been district manager for Clean Machine's northern Virginia carwashes and later went on into equipment sales, says that a number of the carwashes in the Fredericksburg area are sitting idle and not in operation.

"Fredericksburg is a city with about 30,000 population, and the nearby counties of Stafford and Spotsylvania have about 100,000 people each, and the zoning regulations are very liberal," West said. "There are about 20 carwashes in the area right now, but a half dozen of them are closed and shuttered, taken over by the banks. One new carwash has been sitting unused for a couple of months, completely built and full of equipment, but not open."

West believes that approximately 40 percent of the carwashes that have opened in the Fredericksburg market, "are not making it because the area is saturated and overbuilt. Even

though carwashes are being closed and foreclosed on, other groups keep building new ones."

Craig Hanson, president of Washtech Inc., a Harrell's Carwash Systems company, says that Fredericksburg is a town where, "a few carwashes do all right, but most don't do all that much. Those that do a really good job on the cars do pretty well, but success in carwashing is reflective of the operation of the wash."

Hanson points out that while Fredericksburg has a good share of carwashes, "It's not overpopulated with washes like Virginia Beach or Hampton Roads,



Photos of Jack's Car Wash in Fredericksburg, VA.

Continued ...

## Definition of Overbuilt... *continued*

which typically have express carwash conveyors. There's an interesting phenomenon going on now, where every decent size town has pressure to accept new carwashes, especially the express model, which has really taken off in the south and pushed its way to the north."

He continued, "There is definitely Wall Street money coming into carwashes. They are going after family-operated businesses and helping them to grow," he said. "I like to tell existing operators that they should run their site like it is brand new, everything should be fresh, and investors will see you have a first-class operation and won't trouble you."

Suzanne Denault of Jack's Car Wash in Fredericksburg, said she and her husband Mike Escher are retired U.S. Marines and opened Jack's Car Wash in July of 2017 in the town. Jack's Car Wash features two inbay automatic AUTECH Car Wash System bays, with five Vacutech vacuums nearby. "We own the land and the building," Denault said, "and anticipate adding self-service bays to the site in the near future."

Denault said her site is on a two-lane highway that parallels Interstate 95 on the southern rim of Fredericksburg in Spotsylvania County. "A lot of our customers come to us from Caroline County to the south," she noted. "We built where we could afford and where the growth was heading. We don't think that Fredericksburg has too many carwashes. One of the best things about opening a carwash is making connections with people and getting to know the community."



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West thinks that many groups with money look at a carwash as an investment, rather than as a business.

"The group is waiting to get a check every year," he said. "There are a lot of carwashes being built on the East Coast by investment groups, instead of by father-sons or family groups." ■

*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.*

## President's Column ... *continued*

*microbrewery and excellent German food. Check the MCA website, [www.mccarwash.org](http://www.mccarwash.org), for details and registration.*

*There will be an election for MCA officers and board members shortly. It is wonderful to have new people and new energy on the board, but it's also hard to see some of our stalwarts move off the board. Farewell and thank you for hundreds of things to Pam Piro, Unitec, who has served since at least 2006; Larry Bakely, Flagship Car Wash, 2009; Dan Callihan, Glen Burnie Car Wash, 2010 and Bob Stair, Mine Road Auto Spa, 2011.*

*See you all real soon.*



Dave DuGoff  
MCA President

## UPCOMING EVENTS

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## PRESIDENT'S COLUMN

*As third generation in my family's carwash company, ScrubaDub Auto Wash Centers, and the fourth Paisner to serve as President of New England Carwash Association (NECA), I have HUGE shoes to fill when it comes to creating innovations that will improve our industry. I'm constantly challenging myself to find new ideas, learn from past association presidents, and identify opportunities for improvement. Here are a few of the initiatives our Board is actively working on that I'm proud to share.*

### **Geographic Expansion of Member and Non-Member Engagement**

*Bringing together every operator and vendor across five states in New England to tackle core issues is no easy feat. As a result, I'm taking a page from the playbook of NECA Past President Adam Korngold, by hosting some Board meetings on the road followed by networking receptions for members and non-members. Our goal is to make it more convenient for operators and suppliers in a variety of markets to share concerns and ideas in person with our leadership team. On June 11, we had the first successful pilot of this strategy in Portsmouth, NH, where northern New England carwashers joined our networking reception at a local brewery following our regularly scheduled Board meeting. Special thanks to our incredibly hard-working membership committee on helping us execute this event: Jeff Katseff, David Blackman, Chris Zona and Micah Smith.*

### **Consumer Education/Industry Reputation Management**

*The prevalence of online customer reviews, videos, blogs, and photos is becoming increasingly important in influencing consumer-purchasing preferences. In coming years, online reviews, photos, and videos will have an even greater influence on the carwash industry. As a result, our leadership team has been building a reputation management strategy that we're launching online via a series of high-quality short educational videos that address the topics our customers bring up most. Examples include the difference between washing at home vs. at a professional carwash, water conservation and more.*

*We've hired a video production company and already have completed shooting two videos at a member's carwash. Now we are working with an agency to develop an influencer marketing strategy for sharing the videos in a meaningful format. This involves working with consumers who have a large following and an "authentic voice" to help share the content we create so they can positively influence consumer preferences. As a membership benefit, we will be offering a service to personalize these videos with your logo/branding so you can proudly share them on your website and social media. I'd like to thank the diligent co-chairs helping me build this strategy, Patrick Mosesso and Dom Previte, and please share ideas for future educational videos that address key topics your customers are presenting.*

### **Legislative Support to Address Minimum Wage Increase**

*In 2019, we have seen minimum wage updates in 20 states including Massachusetts, Rhode Island, Maine and Vermont. While we know more minimum wage increases are planned in the coming years, we also know approximately 38 of 52 states have a youth minimum wage: sliding pay scales that may be used to compensate part-time staff who*

*Continued ...*

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meet certain age requirements. This is not a one-size fits all solution to address the increasing labor costs in our industry, but it is a program that could help reduce rising labor expenses for many operators. In addition to partnering with other association's legislative efforts, we will be providing members in some states with a written template for outreach to their local Senator and links to websites to help you identify the local representatives you can connect with on this topic. Our Board is grateful to have John Shalbey, a carwash owner and an attorney, leading our strategy on this initiative.

Lastly, it was a pleasure connecting with many of you at the annual The Carwash Show in Nashville, TN, and our Table Top show in Boston. In our discussions, many members have shared with me their excitement to explore some of the industry's technology improvements that were on display at the shows like license plate recognition technology, collision-mitigation systems, remote monitoring, conveyor-belts, and more! In the words of Walt Disney, "We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths." I wish everyone a wonderful rest of the summer and look forward to seeing the new doors we open, and new paths we follow, for the rest of 2019.



Mathew A Paisner  
NECA President



## Coming in the Fall Issue

- ❖ Photos and all the details of our June 4 Table Top Show and June 11 NECA On-the-Road networking event
- ❖ Winners of the 2019 NECA scholarships
- ❖ A List of Golf Outing sponsors
- ❖ The fall (November) dinner meeting program

## A Call for Nominations

The 2020 New England Carwash Association (NECA) Board has openings for Operator Directors. These are one-year terms, renewable by mutual agreement, for a maximum of three consecutive terms. By August 1, 2019, please nominate yourself or a colleague by contacting Dom Previte, Immediate Past President, at 617/593-3262 or dom@seeyoushine.com

Participation in the work of the NECA is a membership privilege open to all employees of member companies. Those who are actively involved make strategic decisions about the direction of the Association and the profession on our members' behalf. Most importantly, participation is a networking opportunity, an excellent way to make industry contacts and tap into the collective knowledge of the NECA community.

### Eligibility for the Board of Directors

- ❖ Owner or full-time employee of an member company in good standing
- ❖ Interest in becoming more involved in the activities of the Association
- ❖ Desire to have an influence on the future of the industry and Association
- ❖ Willingness to be a full participant in the work of the Board of Directors

The Board of Directors meets in person six times a year. Dates are set in advance so that Board members can plan ahead. New Board Members are inducted in the late fall and officially take office on January 1. Non-profit governance training is provided during the fall transition period and at a new Board orientation lunch.

### More Opportunities to Get Involved (without the Board commitment)

One or a few people cannot do alone what we can do together! Become an active and engaged member to reap the full benefits of membership. Even if you only have an hour or two to spare, there are opportunities throughout the year to get involved and to get to know (and learn from) other NECA members. Make some phone calls, research a possible member service, help out at the special event, share a best practice, identify a speaker for a program, take photos at a meeting. The possibilities are limitless. Contact the NECA office about these micro opportunities. ■

## CONVENIENCE IS THE NEW LOYALTY PROGRAM

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# It May Be Safe to Answer Your Phone Again!

By Sherri Oken, CAE

Beth Ziesenis, an expert in all things App., is a frequent and very entertaining speaker at conferences I attend. She also shares great information in her weekly broadcast, "NerdWords." So, if you are increasingly frustrated by Robocalls, read the following excerpt from one of Beth's broadcasts.

## Tools to Fight Robocallers

Although it seems like we're losing

the battle against Robocallers, you don't have to sit idly by while they take over your phone lines. Use these tools to block, identify and control unwanted calls. They can help you by...

- Comparing incoming calls with a database of known spammers and suspicious callers.
- Using technology to determine if the incoming call is coming from the real number or a spoofed one.

- Putting an interactive barrier between you and the caller.
- Digging deeper for the real caller ID.

## Your Carrier's Tools

Different carriers take steps to stop calls from ever reaching your line. They're starting to rely on a technology called STIR/SHAKEN, which verifies that the calls are real and not spoofed (coming from a faked number to make it look familiar or legit).

- T-Mobile's Call Verified is free for subscribers.
- Sprint offers Premium Caller ID for \$2.99 a month. And it could be that this is the same tool that Boost and Virgin offer for about the same price. They both also use Premium Caller ID as the name of their service.
- AT&T has Call Protect for \$3.99 a month plus a free level that offers spam and scam protection. AT&T also partnered with Comcast to verify calls as legitimate between the two services with STIR/SHAKEN.
- Verizon's Call Filter app has a new free version as of a few days ago, but it's kinda sneaky. When you sign up, they tell you you're in a free trial. It's not obvious that there's a standard free version that won't go away, but I wrote to them and they said after the free trial you can decline the \$2.99/month upgrade.

## Your Phones

Your smartphone itself may have some tools that help identify and block robocalls and spam. Google has a feature called Call Screen, which will give a warning if a suspected spam call comes in. Call Screen is available on Pixel phones and is rolling out to Nokia and Motorola phones. This technology seems so cool that today I broke down and ordered a Pixel 3 so I could play with it.

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As introduced at the 2019 Car Wash Show in Nashville

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Samsung Galaxy phones also have a built-in function called Smart Call.

And as for poor iPhone users and other phone owners, you have to use a third-party app or one of the carrier tools above. Or, you can block unknown callers via your settings, and then block spammers one by one.

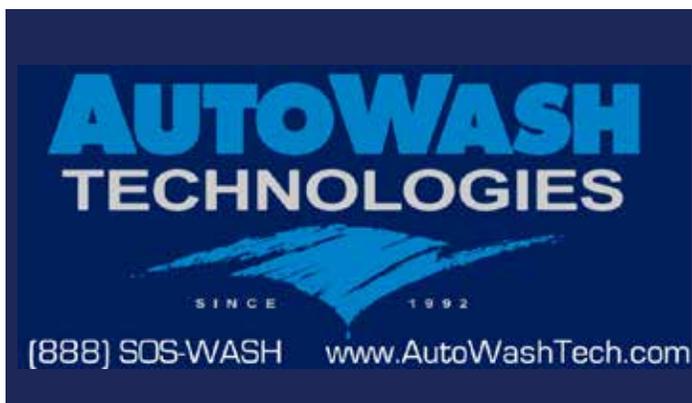
### Third-Party Apps

These kinds of apps have historically been very effective in identifying and blocking spammers, but now they're less effective. But it doesn't hurt to have these to catch as many bad calls as you can. Most have free versions with modestly-priced upgrades.

- Apps
- Nomorobo (a classic)
- Hiya (people always mention this one in sessions)
- Truecaller (my favorite)
- Mr Number (they just started charging for caller ID and made everyone mad)
- RoboKiller (this one is a paid app, but I love that it has a robot answer service that will keep a spammer talking and waste his time).
- Phone Screening Services
- YouMail (my colleague Jess uses this and loves it)
- Google Voice (lets you screen calls, which cuts down on automated calls and lets you avoid telemarketers)

You may enjoy reading "Why Nobody Answers the Phone Anymore," also by Beth Ziesenis. ■

*April 12, 2019 NerdWords reprinted with permission from Beth Ziesenis beth@yournerdybestfriend.com*



# What's Happening at your Wash When You're Not There?



By Micah Smith

For owner/operators who have multiple carwashes, remote monitoring has never been more important. Whether you choose monitoring video cameras or getting real-time wash counts and sales information, it has become a necessity in running the business.

My company operates 30+ carwashes in New England, and they are all tied to convenience stores and gas stations. Our carwash team relies heavily on our sales associates to manage the everyday operation of providing our customers with a quality carwash experience. We are always seeking different ways to keep them engaged in the carwash as there are other facets of the business that sometimes are more of a priority for them (fuel, C-store operations).

We recently did some testing using remote temperature monitor-

ing. As all Northeast carwashers know, we need to be ready for "salt season" from December through March every year. With our current portfolio of carwashes, it is imperative to be ready when the season hits. Being open for our customers is the

name of the game so one of the biggest challenges we face is ensuring that everything is working properly, and then encouraging our sales associates to leave the comfort and warmth of the C-store to check on the wash. Are the doors closed? Is the heat working in the bay?

Too many times, we've received calls from on-site personnel saying, "Why is the carwash door open; it's freezing outside?" or "Why can I see my breath when

I'm inside the bay?" A bay freeze can cost up to \$25K, and just as important, will close the wash for an extended amount of time during our peak season. The cost of repairs and lost downtime can ruin the entire carwash season. Also, you are causing your loyal customers to change their driving patterns which can hurt your fuel and C-store business as well.

Recently, we partnered with a company, new to us, that set up remote wireless temperature monitors throughout one of our carwashes, in strategic locations throughout the bay and back room. Once the monitors were set up, we started to receive data that was available for us to see 24/7. We set up alarms for low- and high-temperatures in the bay and back room to notify us via email alert updates, and to receive notifications if the bay got below a certain degree. We could then contact the site and ask them to see what is going on. No more bay freezes! In addition, what we found was that some of our back rooms had become saunas! A sales associate or vendor turned up the heat while doing work in the back room and did not turn it back down. The original goal was to save us from the cold, but we ended up realizing that we could see substantial savings from not using too much heat and by managing this save on our utility bills.

We are past this winter washing season in New England, but I look forward to expanding this test to all of our locations and becoming more aware of what's going on at my sites no matter where I am!

Micah Smith is with Global Partners LLC in Waltham, MA.





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Contact: Mike Ilacqua  
 Milford, NH  
 603/235-5084  
 aquaglosolutions@gmail.com  
 www.aquaglosolutions.com  
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### Welcome Back

### Executive Auto Wash, Inc.

Contact: Russ Picard  
 Woonsocket, RI  
 401/762-3300 C401-338-3007  
 cleancarsandsmiles@gmail.com  
 www.execuwash.com  
 wash location: Woonsocket, RI  
 Self serve, exterior, detailing.

### International Drying Corp.

Contact: Art Stephens Jr.  
 Crystal Lake, IL  
 815/477-4911 C815-814-2199  
 art@internationaldrying.com  
 www.internationaldrying.com  
 Drying systems: Quiet & extra quiet;  
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### Mannix Properties LLC

Contact: James Mannix  
 Concord, MA  
 978/254-7338 C781-893-6193  
 jjmannix@mannixproperties.com  
 www.mannixproperties.com  
 Property owner.

### Pepins Auto Wash LLC

Contact: Chantelle & Leo Pepin  
 Leicester, MA  
 508/892-4193 508-769-6604 508/508/  
 pepinsautowash1@verizon.net  
 www.pepinsautowash.com  
 wash location: Leicester, MA  
 In-bay automatic washes: vector touchless  
 and freestyler soft touch; granite monuments;  
 roll off dumpsters; self storage.



The New England Carwash Association (NECA) will once again tee up at Brookmeadow Country Club in Canton, Massachusetts, for its annual Golf Outing on September 10, 2019! Hopefully, Mother Nature will be a little more cooperative this year! This is a wonderful event for both fun and charity, and we're hoping for yet another great turn out!

The vote is in and we have decided that golf outing proceeds will support Lovin' Spoonfuls (<https://lovin Spoonfuls.org>) food rescue again this year. Lovin' Spoonfuls is the first organization of its kind in Massachusetts and the largest food rescue agency in New England. They are dedicated to facilitating the rescue and distribution of healthy, fresh food that would otherwise be discarded, and to efficiently deliver this food directly to the community organizations and resources where it can have the greatest impact. Lovin' Spoonfuls also is committed to addressing the health, environmental, and economic impact that food waste has on our community.

In 2018, the NECA was able to raise \$3,000 for the NECA Scholarship Fund and \$7,000 for charity. Make sure to book your foursome in advance this year, and also check out the NECA website for sponsorship information. As always, there will be plenty of prizes, raffle and auction items to be won. We can't wait to see everyone on the course in September!

If you would you like to assist with some aspect of planning and putting on the outing, please contact Mark at 617/640-7416 or [mark@allstoncarwash.com](mailto:mark@allstoncarwash.com)

*Mark Delaney is with Allston Carwash in Allston, MA. He is the NECA Golf Outing Chair.*

## TREASURER'S REPORT

New England Carwash Association, Inc.



January - March 2019

### Income

Interest Income.....	\$559.51
Meetings.....	\$2,565.00
Member Services.....	\$1,152.36
Membership.....	\$11,420.00
NRCC.....	\$28,000.54
Scholarship.....	\$410.00

**Total Income..... \$44,107.41**

### Expenses

Advertising and Promotions.....	\$-
Board Expenses.....	\$752.74
Charitable Contribution*.....	\$-
Insurance.....	\$-
Management Services.....	\$6,353.92
Meetings.....	\$6,054.25
Member Services.....	\$182.50
Membership.....	\$345.32
Office Expense.....	\$1,034.03
Professional Expense.....	\$450.00
Scholarship.....	\$-
Tax.....	\$16.69

**Total Expenses..... \$15,189.45**

**Net Income..... \$28,917.96**

### Cash Balances

Citizen's Bank Savings.....	\$89,966.43
Citizens Checking.....	\$105,334.87
TIAFF (EverBank) CDs.....	\$105,446.67

**Total Checking / Savings..... \$300,747.97**

**PRESIDENT'S COLUMN**

*I have been asked from time to time, "What's the value of being part of the New York State Car Wash Association (NYSCWA)?" I have always answered with comments on the networking opportunities, the camaraderie with fellow carwashers, the opportunities to learn from others in the business, the carwash tours, and the conversations which are all great reasons, but to some, intangible. I'm about to give you 90,000 reasons why it makes sense.*

*New York State now has the most robust sexual harassment laws in the country. Every employer, regardless of industry, location or number of employees must abide by the new regulations, which require updated policies, updated reporting requirements and every employee must undergo an interactive training yearly.*

*These regulations are stringent and challenging for operators who are busy running their businesses. The NYSCWA has partnered with Benetech (visit nyscwa.com and click on the member link to go right to our program). Benetech, an Albany-based payroll/HR solutions with 30 years experience can provide NYSCWA members everything they need to be sure they are in compliance with the new law and regulation. Benetech's program takes all the guesswork out of being sure your company is in compliance. Did you know the average sexual harassment settlement is \$90,000?*

*Benetech recently provided a program on the new sexual harassment regulations at our spring membership meeting in Albany, and they agreed to offer special pricing to NYSCWA members to help you become compliant.*

*Remember, signing up and just going through the training doesn't protect you from a lawsuit, however, the information you learn through the training and being sure you're in compliance is a first step. Make sure you visit the NYSCWA website, nyscwa.com, for details.*

*On another note, the 30th Northeast Regional Carwash Convention (NRCC) is just around the corner, Sept. 23-25, at the Atlantic City Convention Center. The NYSCWA is the host association this year and Mike Benmosche and I are honored and proud to serve as the chairmen of the event. This is the 30th anniversary of the NRCC and the educational sessions will be exceptional. Make an investment in your business and yourself and plan to come for two or three days. Our keynote speaker this year is MOO Car Wash's John Roush. He will speak on the unique way he branded his Ohio washes and how they stand out like no "utter"... (Sorry, I had to!)*

*The Virtual Tour is back again with new and innovative washes from around the country and region, and you get to see them all without leaving your seat. The trade show floor promises to be one of the largest yet with more than 340 booths and the opportunity to meet and mingle with operators and suppliers at the Welcome Reception and on the trade show floor.*

*It's hard to believe the NRCC has been around for 30 years, but with dedicated operators and the support of our vendor and manufacturing partners, I have no doubt it will be around for another 30. Make your reservations soon (nrcc-show.com) and I'll see you in AC!*



Walter Hartl  
NYSCWA President



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**Walt Hartl, president**

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**Steve Weekes, vice president**

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**Rob Peter, secretary**

Lustra Car Care Products  
585-754-0005 • rpeter@lustrabear.com

**Mike Benmoschè, treasurer**

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Mackenzie Wilock, Spritz Car Wash  
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**PAST PRESIDENTS**

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

\*Deceased

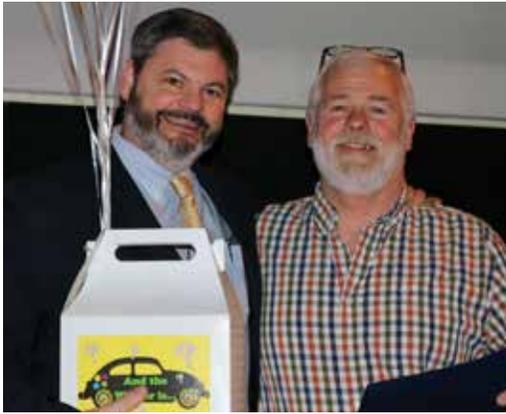
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**WWW.NYSCWA.COM**  
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## Chuck Elwell Receives 2019 Steve Brewer Award



*Walt Hartl and Chuck Elwell*

Not many people can say that they have dedicated themselves to the same business for 40 years. But Chuck Elwell can. Chuck is a 40-year employee with Hoffman Car Wash in Albany. During this time he has been involved in location management, building new stores, renovating, rebuilding and updating each and every location, according to Walt Hartl, director of training, who presented him with the honor. "Chuck's talents and experience have made him an integral part of our continued success," said Hartl.

The Steve Brewer award is the highest recognition a member of the Hoffman team can receive. The award was created in 2008 in memory and honor of Steve Brewer, former quality control manager who passed away after 26 years of service. Nominations are submitted by managers and staff for individuals who exemplify Steve's passion, commitment to excellence and creating an environment built on mutual trust and respect. According to Hartl, Steve was passionate, outspoken in his praise as well as his criticism. He had high standards and expected those he worked with to have them as well. "The recipient of the 2019 Steve Brewer Award shares many of these same traits and worked side by side with Steve for many years." ■

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## Looking Sharp, Shane!



Shane Groff with InnovateIT shows off his new pullover which is given to those employees who work on a new Hoffman Car Wash build. The most recent being the company's wash at 1261 Upper Front Street in Binghamton. ■

**This site will be one of the featured washes  
on the NRCC's Virtual Carwash Tour  
on Monday, September 23,  
at the Atlantic City Convention Center.**

**To learn more and register visit  
[nrccshow.com](http://nrccshow.com)**



**Look for a recap from the  
Mets vs Nationals  
game in our fall issue!**

# Pristine Auto Wash Is a True Family Affair

By Alan M. Petrillo

Pristine Auto Wash is a two-location, family-owned carwash business in upstate New York that has owners who are relatively new to the carwash industry, yet have worked hard to be successful, and soon will open a third upstate location.

Frank Salamone, co-owner with his father Salvatore and brother Maurizio, run the carwashes in Boonville and Utica, and have plans to open a similar facility in Herkimer.

Currently, the family owns a four-bay carwash with two in-bay PDQ 4000 Lasers and two self-service bays at 13194 State Route 12 in Boonville, and a four-bay carwash at 1 Arnold Ave. in Utica that has one PDQ tandem soft touch in-bay automatic, two PDQ Laser 360 Plus units, and a PDQ Surf Line soft touch in-bay automatic.

“My father brought the family from Sicily and settled in New York in 1981, buying the Capri Pizzeria in Boonville the next year,” said Frank Salamone. “He then invested in rental and commercial properties, including a campground, townhouses, apartments and other commercial buildings that we do all the maintenance on ourselves.”

The Boonville location was built by another carwash operator in 2002, but shut down in 2012. Salamone said his family purchased the location in the spring of 2012, performed some rehab work on the facility, and reopened

in September of that year.

“The carwash equipment had been pulled out of the location, so we had to reinstall it,” Salamone said, “which was a lot of hands-on work for us. But the weather had given that in-bay equipment a really tough time, and we had to continually do a lot of maintenance on it, so we replaced it with the PDQ 4000 units.”

Four years later, the family started looking for a piece of property in Utica for a carwash site, where the elder Salamone had checked years earlier, but to no avail.

“Our real estate agent pointed us to the 1 Arnold Ave. location off the main road, Genesee Street,” Frank Salamone said. “We bought the property in early 2016, cleared the land and prepared the site, got the city’s approval, put up the building, and opened on December 31, 2016.”

Salamone said his father wanted to be conservative on the Utica location, so the family only installed two PDQ in-bay automatics, one tandem soft touch and one Laser 360 Plus at the location.

“We had such a good January, February and March, that we added another PDQ 360 Plus touch free in April of 2017,” he pointed out. “Business continued to be good at that location, and in January of 2019 we added our fourth unit there, the PDQ



Frank and brother Maurizio along with their father Salvatore Salamone own and operate two washes in upstate New York. Their Boonville site features a four-bay wash with two in-bays and two self-service bays in the town of 4,544. They purchased this site in 2012.





Surf Line, which is a new model of their soft touch.”

Both Pristine Auto Wash locations use PDQ access units as pay stations that take credit and debit cards, bills and coins. Prices are the same at both locations, with an express wash costing \$9, the works going for \$10, the ultimate at \$12, and the pristine wash with a hot wax package for \$15.

Pristine Auto Wash also offers customers a Wash Club, where \$20, \$50, \$100, or \$200 gets an extra 10 percent on the account for whichever amount is chosen. If the customer goes to \$500, Pristine Auto Wash adds an additional \$100 (20 percent) to the customer’s Wash Club account.

Salamone said the Wash Club works this way. “The customer goes to [www.pristineautowash.com](http://www.pristineautowash.com) and either starts an account or chooses login, then chooses a price tier, and pays,” he says. “The customer gets a Pristine Auto Wash Club number and a specific member number. At the pay station, he presses the Wash Club button on the screen, inputs his club and member numbers, and chooses the wash package. The Wash Club is available at both our locations.”

Promotion of the carwash is an interesting process in a small community like Boonville, Salamone maintained.

“Boonville has a population of about 4,000 citizens, and we are the only in-bay carwash in town,” he said. “There’s a four-bay

self-service carwash down the road on Route 12, but we don’t have to do a lot of radio or print advertising because everyone knows we’re here.”

In Utica, Salamone said Pristine got some help from the Mayor’s office and the local chamber of commerce in promoting the carwash’s opening, and it also advertises for one or two months a year on a LED billboard a couple of blocks away from the carwash. Maurizio also posts a lot on Facebook and Instagram, and the company gets good response from that too.

Salamone said that Pristine Auto Wash is looking into adding its third location in Herkimer, another in-bay carwash, likely with three bays that have PDQ touch free and soft touch equipment.

“We really like the carwash industry,” Salamone added. “Our third location probably will not be our last one.” ■

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



*Their Utica site boasts a four-bay wash, with one tandem PDQ soft touch in bay, two PDQ Lasers and a PDQ SurfLine. They purchased this site four years later in Utica where they built ground up.*

# New NY State Sexual Harassment Mandate Focus of NYSCWA Membership Meeting

The New York State Car Wash Association (NYSCWA) held its Winter Membership Meeting, “Simple Secrets to Fast Compliance with NY State’s Sexual Harassment Mandate,” Wednesday, March 27, at the Hoffman Development Corporation Conference Center in Latham. The informative meeting, led by Matt Ingold, Director of Business Development for Benetech, an Albany-based benefits, payroll and HR firm, focused on the new mandate that impacts every employer in the state with more than one employee. Ingold outlined the mandate and has teamed up with the association to help get NYSCWA members in compliance. “This is a great opportunity to help our members with this issue,” said NYSCWA President, Walt Hartl. “Matt’s team at Benetech knows the mandate inside and out and is here to make compliance easy and cost effective for our members.”

The event also included an association business meeting, a Dinosaur BBQ-catered lunch and a tour of the new InnovateIT warehouse in Colonie. InnovateIT is a company launched by former NYSCWA President Tom Hoffman, Jr., that includes the manufacture of conveyors, wheel blisters and wraps. You can learn more by visiting [innovateitcarwash.com](http://innovateitcarwash.com). InnovateIT was also the event’s sponsor. ■



*Jason Barnes, Sales Consultant, and Matt Ingold, Director of Business Development with Benetech, an Albany-based benefits, payroll and HR firm, spoke at the March 27 membership meeting.*

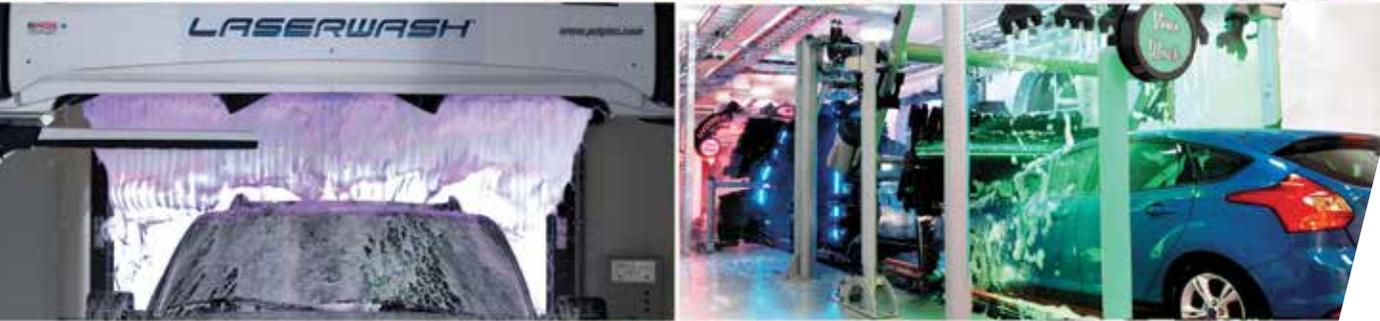
**To learn more about the Sexual Harassment compliance program for NYSCWA members offered by Benetech, please visit [nyscwa.com](http://nyscwa.com)**



*Attendees toured the new InnovateIT manufacturing facility in Albany after the meeting.*



*Simoniz USA's Al West took the opportunity to explain a dispensing system manufactured at InnovateIT that uses his chemical to KNC Holdings' Adam Clark and Magic Wash's Doug Rieck.*



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# Predictive Scheduling On Hold; Tip Credit Repeal Still Possible

By William Y. Crowell, III

The New York State Department of Labor – without any fanfare – withdrew the revised version of the employee scheduling regulations.

The Department of Labor (DOL) posted a statement on their website which stated, in part, “Based on extensive feedback in the subsequent comment period, it was clear the Department’s initial intent to support workers while being fair to businesses was viewed as a one-size-fits-all approach that was not appropriate for every industry. Comments on the revised rules, issued in late 2018, indicated that significant issues remained, and the revisions did not achieve the balance of certainty and flexibility for either workers or businesses.

At this time, due to the constraints of the regulatory process, the best course of action is to let this process expire and re-evaluate in the future, likely in concert with the Legislature, which would have a broader authority and better legal standing than Department of Labor regulations alone to balance the various needs of workers, businesses and industries.”

The statement by the Department of Labor transfers this issue to the legislative arena. The risk of a regulatory approach has disappeared for now and attention shifts to the Legislature for the balance of the session. At this writing, there is a bill pending in both houses of the Legislature which amends the Labor Law to provide predictable work schedules for employees – Assembly bill 315 (Rozić) / Senate bill 3346 (Hoylman). As currently proposed, the bill would not capture carwash operators. This bill defines an employer as employing 500 or more full-time employees nationwide, or a proportional number of part-time employees, who employs a retail employee, food service employee or cleaning employee. A cleaning employee is defined as an employee primarily engaged in activities involving cleaning in a commercial context at a commercial or residential setting. This legislation is in line with Oregon’s predictive scheduling statute.

Another bill takes a different approach. Assembly bill 2448 (Fahy)/ Senate bill 1132 (Benjamin), which is titled the “Schedules that Work Act.” This bill applies to employers with more than 50 employees. An employee under this proposal may request that an employer change the terms and conditions of employment and if it is due to caregiver responsibilities, a career-related educational or training program, or a second job, the employer is required to grant the request unless there is a bona fide business reason. This bill also provides that an employer must pay a retail, food service or cleaning employee who reports for work a minimum of four (4) hours pay. In addition, employers of such employees shall pay a one (1) hour minimum for any employee on call for a shift with less than twenty-four (24) hours’ notice, and it also requires payment of an additional hour where a schedule is changed in less than twenty-four (24)

hours. Employers are required to inform employees of schedule changes fourteen (14) days prior to implementing a new schedule. Employees are afforded a private right of action to enforce the statutory requirements.

Although both bills previously described do not include carwash employees, please keep in mind that these bills could easily be amended to include carwash employees. Based on the fact that the Governor’s proposed regulation on scheduling included carwash operators, there are proponents of such amendment. At this point, both bills are currently in the Labor Committees in each respective house. The Legislature returned to session on April 29. The focus of the Legislature shifts from the budget to other issues including predictive scheduling and elimination of the tipped wage credit for carwash workers.

The Department of Labor concluded their hearings on ending the minimum wage tip credits on June 27, 2018. No decision has been made to date by the Department.

## Tip Credit Update

The Assembly Labor Committee’s chairman, Assemblyman Marcos Crespo, introduced legislation (A.6346) with his Senate counterpart, Senator Jessica Ramos, (S.4030) to repeal the tip credit for carwash workers only. This bill was reported from the Assembly Labor Committee to the Codes Committee. Under this bill, the minimum wage for carwash workers would be as follows: in New York City - \$13.50 for businesses with 10 or fewer employees, and \$15 for businesses with more than 11 employees; in Nassau, Suffolk and Westchester counties - \$12.00; and \$11.00 for the rest of New York State. The foregoing rates are effective until December 30, 2019. The companion bill sponsored by Senator Ramos, the Chair of the Senate Labor Committee, is on the Committee’s agenda for consideration on May 7.

Please reach out to your local legislators to educate them on the costs associated with this bill. If your carwash operation employs high school or college students primarily in part-time positions, please focus on the negative impact on these student workers. This legislation provides motivation for carwash operators to automate carwashes to avoid the additional labor costs in the future. These issues are heading toward resolution as the session moves toward closure. ■

*William Y. Crowell, III, Esq. is a partner with Dickinson, Avella & Vidal in Albany. You can reach him at 518/369-7961 or [wcrowell@dickinsonavella.com](mailto:wcrowell@dickinsonavella.com)*



William Y. Crowell, III

# Surprise! You Made a Poor Insurance Decision

By Mike Benmoschè

The value of being an informed insurance buyer has a multitude of financial benefits. Making a good decision based on accurate intel can often produce a significant reward, such as reduced expenses. This outweighs any perceived notion that the lower premium is the most effective way to save money.

Part of this learning process involves knowing what questions to ask as well as who best to rely on for those answers. As you do your due diligence on the second piece of this view, it is important to seek individuals with substantial carwash insurance experience and background. To advise about the intricacies relating to the carwash operations, it is essential that they possess the knowledge that can only be attained by long-term exposure to the industry. This is an important first step to successfully formulate a favorable carwash insurance plan for your business.

Misleading information is yet another consideration to be very cautious about. Avoiding the pitfalls associated with errant data is critical to proper decision making. The following is an example to illustrate how financially risky it can be. In this instance, I have extracted an enhancement endorsement exactly as it appears on a policy issued by a prominent national carwash insurance carrier:

- Increased Limits Coverage Options
- Accounts Receivable (\$25,000 provided)
- Back Up of Sewer or Drain Water Damage (\$5,000 provided per building)
- Limit Per Building \$5,000
- Limit Per Policy \$25,000
- Building Property of Others (\$10,000 provided)
- Electronic Data (\$10,000 provided)
- Employee Portable Tools & Equipment (\$ 1,000 per employee/\$ 10,000 total provided)
- Forgery and Alteration (\$10,000 provided) Interruption of Computer
- Operations (SI 0,000 provided) Money and Securities
- Inside Premises (\$10,000 provided)
- Outside Premises (\$10,000 provided)
- Outdoor Signs - Detached (\$2,500 provided)
- Outdoor Trees, Shrubs, Plants and Lawns (\$10,000 provided) Personal Property off Premises
- Property in Transit (\$15,000 provided)
- Property Temporarily Away from Described Premises (\$15,000 provided) Valuable Papers and Records (\$25,000 provided)
- Other Coverage Options Additional Insureds Mortgagee, Assignee or Receiver

Packaging several supplementary coverages together within one endorsement can save money when compared to adding each of them separately. The real danger comes when it is presented to the operator in a manner that suggests that they

are adequately protected from a loss due to one of these occurrences. Two things are most often overlooked when proposed this way, first is the limit offered truly adequate for the exposure? Secondly, is this coverage a watered-down version of what can be obtained individually.

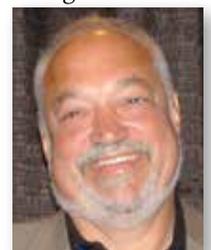
For example, using this company's product, let's say the advisor tells you that sign coverage is included with his quote. As you will note above, there is indeed sign protection included. However, you have a stand-alone digital sign that costs \$50,000 with materials and labor. Assume a windstorm whips through and demolishes the entire sign. The cost to rebuild and replace it is slightly more than the original price and you need \$55,000 to replace it. The entire amount this company is liable for is \$2500 leaving you to pay the remainder or \$52,500 out of pocket. Surprise!

Taking some time to review the limits that are intended to be there when you need them can be the best investment you make when designing your insurance plan. As you compare the examples listed above from this national carrier, I'm certain you will cringe at many of the maximin limits detailed.

So far, I have supplied an example of how limits can significantly damage your bottom line profits. Let's look at the effect that watered-down coverage can have. For instance, this same National Company provides business income protection in the event the business is shut down due to a listed peril. In this case, we will use a fire at the location as the reason the wash has to close. The limit automatically supplied is unlimited for 12 months. At first blush, this works for this claim as the period to re-open is expected to be five months. But, their coverage language includes a provision that excludes any payment beyond 90 days for a major continuing expense, payroll. So, the manager's payroll will come out of your pocket for three months. If the time to open takes longer than expected, that's on your dime too. This could be an individual that has become an integral part of your organization. Usually, the investment to cultivate the people in these positions is very expensive. If there are more than one critical employee to keep on, add that to your cost. Can you afford to pay these employees without any income from operations? Knowing how difficult it is to get and keep good help, can you afford not to?

I can provide several more examples, but I think the concept is clear – there is great financial risk when you're not an informed insurance buyer. Unfortunately, these gaps are often not discovered until it's too late. There are enough unknown surprises that operators face as they struggle to earn a profit and stay afloat, don't let poor insurance decisions be one of them. It could mean the difference between survival or failure for your company. ■

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Mike Benmoschè





# Super Hero and Spiritual Hero: Dan Hanna

By Ray Justice

In Portland, OR, around the mid-1970's, while at a meeting with a company I was involved with, we were presented with a small gift. It was a booklet style magazine titled Science of Mind. In fact, to make it even better, we were also given a one-year subscription to go along with our current sample issue. Our donor was quite enthusiastic about its daily content.

To describe it, in more detail, I would say it is in the format of a daily word magazine. It has several articles of various lengths with topics on people who have done inspiring things. Examples are the importance of Music, Forgiveness, Change, Wonder, Being Authentic, Peace, Challenges, Human Rights Pioneers, and many more topics.

The Power of Your Mind is the general theme with the center 30-31 pages of each issue, being a daily reading. The layout is consistent, each month, having one or two quotes on the top of the page, followed by a short writing of around 200 words. This is followed with an affirmation, at the bottom of the page, that relates to the message.

An example of a quote is, "When you forgive, you in no way change the past – but you sure do change the future." - Bernard Meltzer.

These pages are dated by the day with a new magazine delivered each month.

I am offering this detail because the unique part of this story is that I still get Science of Mind magazine each month. And, it has now been well over 40 years!

It is also what I read every night before my light gets turned out. And I mean every night, as I have missed very few over this long time period. I wanted, and still want, the last words I read each night, before I drift off to sleep, to be something spiritually focused. It replaces what my busy thoughts were just before.

Here are a few sentences, of the paragraph I read last night, to give you an idea of how they are written. All unique and each month written by a different spiritual leader.

- ❖ This one is by Rev. Jane Beach: "What if, in every moment of the day, you were aware of a bubble of love around you, and within this bubble you knew that you were the most treasured person on the face of the earth?"
- ❖ What if you had just messed up, big time, and within this bubble of love you were still life's most precious gift?
- ❖ If you absolutely, positively knew this bubble of love was real, 100% of the time, how might your life change?
- ❖ Good news! The bubble of love is real" (this is part of a page written encouraging conscious choices and that you are worthwhile.)

At the time, in 1970-something, I was given this inspiring

gift by Mr. Dan Hanna, creator and founder of Hanna Car Wash systems. I was well aware of his daily stresses, the ups and downs of his business attempts to stay ahead of the bankers and attorneys. This was one of the tools he used to keep himself balanced and centered while dealing with day-to-day pressures.

Today, looking back, I consider Dan Hanna one of my Spiritual Heroes. By using the term Spiritual, I am not referring to any religion. I am referring to our human spirit, our sense of inner connection to ourselves, each other and belonging to a larger community.

Hero can have different meanings. In today's world Super Heroes are mainly physical, life-saving beings, with powers beyond our human beliefs. They save the day against impossible odds. So, a Spiritual Hero "could be" someone who shows us, by example, how to

open up our belief system so we have confidence and faith in who we are at a different, stronger, amazing level of possibilities.

Heroes are about having power beyond the norm, beyond what we believe about ourselves. They do outstanding things to serve, to save, to help. The word seems to have popped up in the 14th century from ancient Greeks, meaning warrior with outstanding courage and bravery.

What happens if we take those same Super Hero characteristics of courage, bravery and strength, along with wisdom and integrity, and apply them to ourself, our inner, spiritual self? Think of your Super Powers as being your inner strength instead of outer.

A Spiritual Hero gives us examples of who and what we can be beyond our normal beliefs. But, they cannot give us the strength and confidence that they have, they can only show us the possibilities. We have to develop that for ourselves. Think of having inner strength of confidence, compassion, kindness, listening, understanding, being curious and interested.

My story today is about one small event in my life, a gift from another that really turned out to be not so small. It is one tool, one piece that I have used to grow into more of who I want to be while learning how I can help and be of more use in the world that I live in, and the world that I encounter.

A Super Hero, a Spiritual Hero, brave enough to help make the world a better place. Watch for them, learn what you can, feel appreciation for their guidance. Discover your natural Spiritual Super Powers. A Spiritual Super Hero with your sights set to make the world a better place. Maybe something you were not aware of ... until now. ■

*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](http://Think2wice.com)*



Ray Justice



# New York State Car Wash Association Profit and Loss



January - March, 2019

<b>Income</b>	
Meetings Income.....	\$ 1,360.00
Membership Dues.....	13,620.00
Northeast Convention Income .....	28,000.54
PAC Contributions .....	50.00
<b>Total Income.....</b>	<b>\$43,030.54</b>
<b>Gross Profit.....</b>	<b>\$43,030.54</b>
<b>Expenses</b>	
Advertising/Promotional.....	48.60
Bank Service Charges .....	5.25
Director Fees.....	5,250.00
Dues & Subscriptions .....	2,500.00
Insurance Expense .....	702.00
Legislative Fees .....	1,750.00
Meetings Expenses .....	610.00
Office Expenses .....	121.29
Postage Expense.....	7.85
Printing/Graphics .....	13.00
QuickBooks Payments Fees.....	194.81
Telephone.....	54.94
Travel.....	88.32
<b>Total Expenses.....</b>	<b>\$11,346.06</b>
<b>Net Operating Income.....</b>	<b>\$31,684.48</b>
<b>Net Income.....</b>	<b>\$31,684.48</b>
Checking Account Balance .....	66,066.13
Money Market Balance.....	61,749.89
<b>TOTAL CASH ON HAND.....</b>	<b>\$127,816.02</b>

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## Don't Shoot Your Career in the Foot With These Miststeps

You'd never intentionally sabotage your chances of career success, but some people just can't seem to stop themselves. Learn to steer clear of these traits and habits that can stall your progress or doom your career, no matter what job you've got:

- ❖ **Always being right.** Don't pretend to know everything. Do your best at all times, but be honest about your skills and ready to ask questions when you don't understand something.
- ❖ **Letting your network dwindle.** Once you've achieved a level of success, you may think you don't need other people's help any more. In reality, you'll go further with a strong network of colleagues you can depend on for advice and information no matter what your position. Stay in touch with your contacts, and keep reaching out for new ones.
- ❖ **Being too humble.** You can't let your accomplishments speak for themselves. Keep track of what you've achieved, and let people know about it – without bragging. ■

## IT TAKES MORE THAN POLICIES TO KNOW



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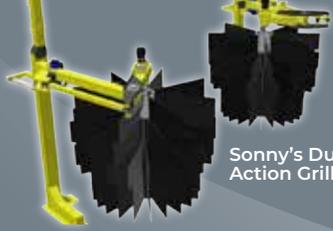
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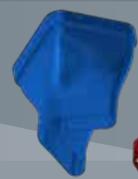
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Sonny's Wick-a-Way Hush



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Sonny's Flip Round Blower Nozzle



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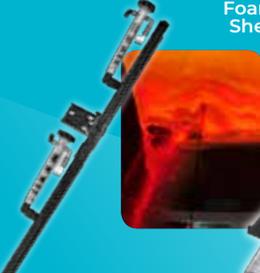


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