

# northeast carwasher

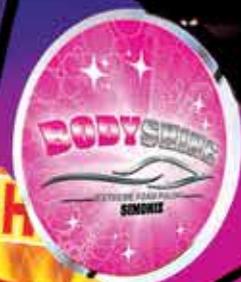


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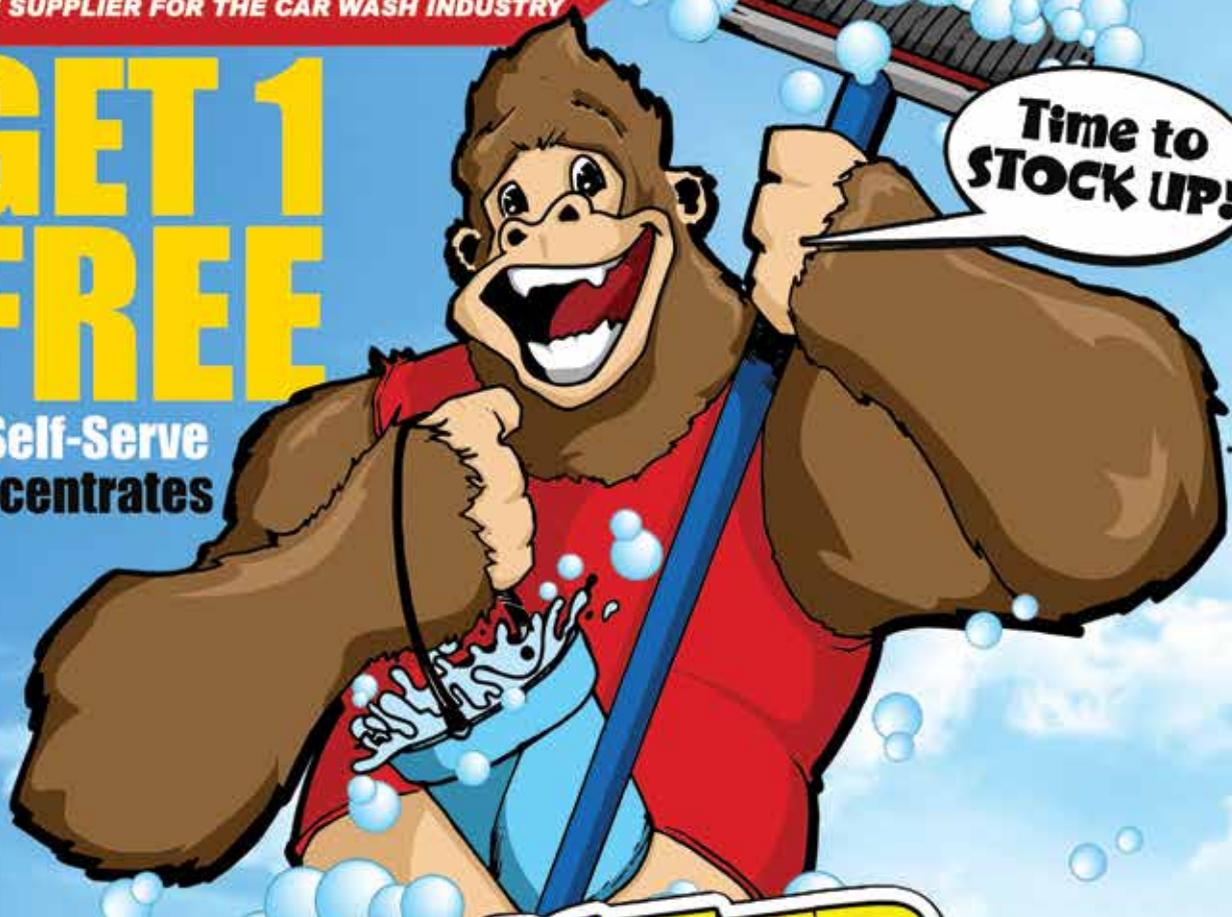
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Spring 2018

Vol. 23 No. 2

## FEATURES

- 12 Wash Co. Hits the Ground Running Truly, A Family Affair
- 15 Jay Rifenburg to Keynote 2018 NRCC
- 16 8 Factors that Create Maximum Value for Your Wash
- 18 Carwash Brokers Share Insight On Industry's Direction

## IN EVERY ISSUE

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

... and more!



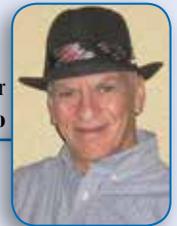
Photo credit: Wash Co., Middletown, NY.

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## northeast carwasher



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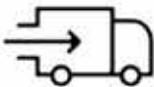
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Space reservations and materials for the Summer 2018 issue are due April 24, 2018.



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*Our cover story on page 12 is about a close-knit, third generation carwash family who have taken their passion for the industry and put a great deal of effort and money into building a state-of-the-art express exterior and Laundromat in Middletown, NY, about 20 minutes west of Newburgh.*

*They sold their last four washes, they sold their homes, and jumped into this new facility and wash concept with all 12 feet (father, son, mother, girlfriend and Black Lab Bailey) and opened their doors in October. The Sheeley's dream wash, Wash Co., is a new model for them, and one that they feel is the future of the industry due to the ever-increasing costs of labor. This wash will also be featured on a New York State Car Wash Association (NYSCWA) tour on April 11.*

### **Reducing Labor**

*Continuing on the labor topic, operating a wash in New York State is challenging and getting more so at every turn. As we have reported, the New York State Department of Labor (DOL) is proposing new Call-In/On-Call regulations. This means that if an employer asks an employee to work a shift that was not scheduled out 14 days, that employee will be paid an extra \$20.80 (2 hours x the minimum wage - \$10.40\* \*Minimum wage upstate). Whether you are a big operator or a small one, these new regulations are not realistic in our industry. The NYSCWA has been working tirelessly with its Lobbyist Bill Crowell, as well as The Business Council of New York State, to garner support in the Senate, educate those legislators and pass the message along to the Governor who will ultimately decide if the proposed regulations will become reality. Tom Hoffman Jr. of Hoffman Car Wash in Albany and Ron Benderson of Delta Sonic in Buffalo testified in front of the Senate Committee on Commerce, Economic Development and Small Business and the Senate Administrative Regulations Review Commission in early January in response to these proposed regulations. Their testimony was succinct and passionate. Unfortunately, no one from the DOL thought it necessary to attend the hearing and due to a snow storm that day, coverage of the hearing was limited. However, thanks to some great press coverage (Wall Street Journal, Bloomberg, Albany Business Review and others) leading up to that hearing and after, our position is clear. The association is now reaching out to its membership and asking their help in contacting their legislators on a grassroots level.*

*The issues with labor, however, will not go away and many operators across this state, and in others, are turning to the express exterior model, and to increased automation in the tunnel to reduce or eliminate labor. It's unfortunate that this industry, that for so long has provided many with their first jobs and been a refuge to high school and college students when they needed flexible part-time work, is so negatively impacted by regulations the DOL thinks will help employees. It's just crazy to me that the people who come up with these regs don't sit down with the businessmen and women who will be impacted to get the other side of the story, and to find out what compromises may be made. The NYSCWA will continue to fight on. More to come....*



*Suzanne L. Stansbury*

Suzanne L Stansbury  
Editor/Publisher Northeast Carwasher magazine

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# Former Industry Leader Lost Too Soon

Anyone who knew **Randy Coleman** knew he was a colorful and passionate man. On November 15, 2017, at the age of 57, he was taken from this life too soon.



Coleman, who leaves behind two sons, Spencer and Everett, joined the family company, the Jim Coleman Company, in 1980 where he worked alongside his dad Jim, brothers and sisters. Over his years with Jim Coleman he worked his way up to Vice President of Sales and Marketing. He also served as the President of the Southwest Carwash Association and sat on the board of the International Carwash Association. He left the company in 2011 and pursued humanitarian work.

According to a Facebook post by his sister Annette Coleman-Martin, he enjoyed hunting, fishing and traveling. She said, "Anyone that met Randy loved him. He had a great sense of humor and had a zest for life like none other." ■

**Donations can be made to the National Kidney Foundation at [team.kidney.org/campa.../Randall-Coleman-Memorial-Fund](http://team.kidney.org/campa.../Randall-Coleman-Memorial-Fund)**

## WASH VOLUME INDEX

We have taken the pulse of four Northeast operators to see where their volumes are compared to last year (YTD). Not surprising with the incredible run most of you experienced in January, our four contributors are all up significantly with Ron Bousquet in New England seeing the largest uptick at 57 percent. Thankfully, there were no losers this round and everyone saw at least a 50 percent increase in revenue. Let's hope it continues through the spring and into the summer!



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. ■

## Team Kleen-Rite Raises \$14,000 For Veteran's Hospice Care



Kleen-Rite employees Paul Resch, Jeff Detz and Jeff Seibert (L to R) ran in the Marine Corps Marathon in Washington, DC, to benefit Veteran's in Hospice care last fall. Jason Bootie, who was unable to run due to an injury, also participated in the fundraising. Detz served in the Marine Corp. In total, the group raised \$14,056. ■

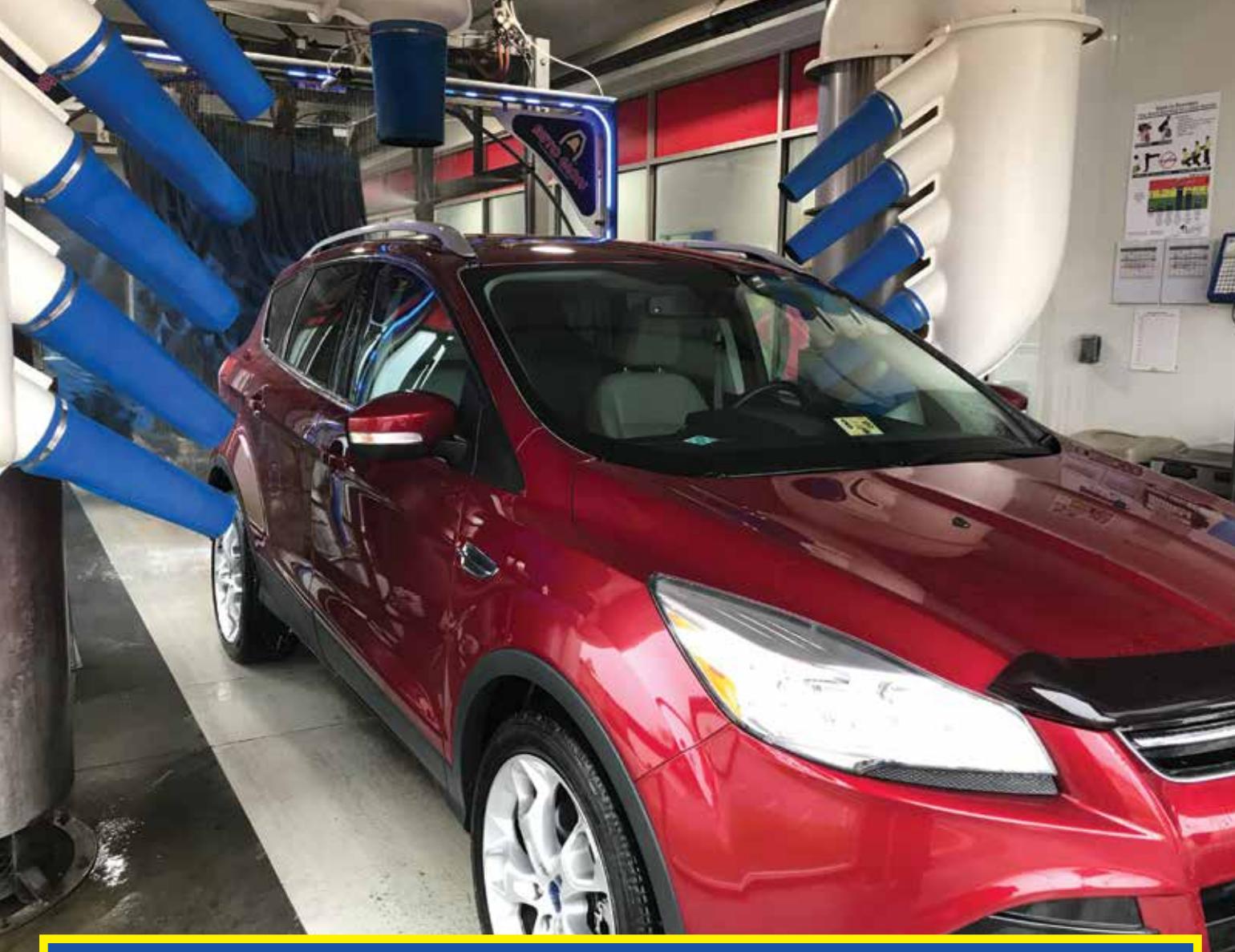
For more information visit [blog.kleen-ritecorp.com](http://blog.kleen-ritecorp.com)

## They Made the Cut!

*Professional Carwashing & Detailing* magazine has released its Top 50 largest conveyor chains in the country and some of our operators in the Northeast make the cut! Here are the top 25 Northeast operators!

- #5 Wash Depot Holdings Inc., Malden, MA (50 locations)
- #9 Delta Sonic, Buffalo, NY (29 locations)
- #10 Golden Nozzle, Springfield, MA (28 locations)
- #18 Splash Car Wash, Greenwich, CT (18 locations)
- #18 ScrubaDub Auto Wash Centers, Natick, MA (18 locations)
- #20 Hoffman Car Wash, Albany, NY (16 locations)
- #24 Haffner's, Lawrence, MA (11 locations)
- #24 Shammy Shine, Milford, NJ (11 locations)
- #25 Mr. Sparkle, South Windsor, CT (10 locations)
- #25 Super Shine Auto Wash Centers, MA (10 locations)

To purchase the entire list visit [carwash.org](http://carwash.org)



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**CSI HIRES NEW REGIONAL SALES MANAGER**

Cleaning Systems, Inc. (CSI) of DePere, WI, has hired former New York-based Anthony DeMatteo to cover sales in Florida for the company, according to a company press release. DeMatteo, who made the move south 15 years ago, has more than 20 years of carwashing experience. ■

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

**KLEEN-RITE'S TOYS FOR TOTS EFFORT**

Kleen-Rite Corp. was the distribution site for the 2017 Lancaster County Toys for Tots effort at the company's headquarters in Columbia, PA. Many dedicated community volunteers, Veteran's and Kleen-Rite employees worked with the Marine Corps for five days in December to give away more than 5,000 gifts. ■

For more information and photos of the event visit [blog.kleen-ritecorp.com](http://blog.kleen-ritecorp.com)

**BABCOX MEDIA BUYS PC & D**

Babcox Media Inc., Akron, OH, has acquired *Professional Carwashing & Detailing* (PC & D) magazine and digital properties, according to a company press release. The sale was official on December 1, 2017.

Since 1978, the *Professional Carwashing & Detailing* brand has been providing car care professionals with the information they need to manage a growing and thriving business, said the release. It reaches a community of more than 88,000 engaged readers across print, digital, mobile and social platforms. In addition to its monthly magazine, the brand also publishes car care supplements, a buyer's guide, industry research and a biweekly eNewsletter.

Tracy Aston-Martin, Group Publisher; Rich DiPaolo, Editorial Director; Sandy Murphy, Associate Publisher and Meagan Kusek, Assistant Editor will continue with their roles, joining the Babcox Media team. ■

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

**D & S FOUNDER SCHEITER DIES**

Lawrence "Larry" F. Scheiter, D & S Car Wash Equipment Company founder, died Sunday, January 21 after a long battle with kidney disease. He was 79. With his partner, Larry began the company in 1972, according to a company press release, capitalizing on the need for higher quality equipment designed for self-service carwashes such as booms, safes and coin meters.

D & S was the first company to introduce an all (welded) stainless steel vacuum to the carwash industry, and the first company to incorporate solid state timers in carwashing applications.

Scheiter's career in the carwash industry dated back to the early 1960's. He was an engineer by trade and an unselfish, giving person who touched many lives, said the release. In 2004, he retired and sold the company to a private equity group. ■

Donations may be made to the [National Kidney Foundation](http://NationalKidneyFoundation.org), 1001 Craig Road, Ste. 480, St. Louis, MO 63146. For more information visit [dscarwash.com](http://dscarwash.com)

**HARRELL'S CAR WASH SYSTEMS BUYS NECWE**

Generation Growth Capital Fund III, LP, a Milwaukee-based private equity firm that invests in lower middle market companies, and Harrell's Car Wash Systems, Inc., one of the nation's largest distributors of carwash systems and supplies, acquired New England Car Wash Equipment, LLC, according to a company press release. Harrell's, based in Indianapolis, IN, also has a division in Johnston, IA, and now Littleton, MA.

Headquartered in Littleton, MA, NECWE is a large distributor of carwash systems and supplies throughout greater New England and eastern New York state. They represent PDQ, Simoiz and PECO among other manufacturers. Jeff Arimento, President and part owner of NECWE, will continue to manage the company moving forward. "This transition will position our com-

pany to be able to continue to grow and better serve our present and future customers by leveraging tools and best practices across the two companies," said Arimento. ■

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

**ICS INTRODUCES E-LEARNING TOOL**

Innovative Control Systems (ICS) has launched a full-service module of its E-learning training system, according to a company press release. This interactive training tool is designed to help full-service operators successfully manage and grow their organizations. "ICS's E-learning training system is an online, mobile-enabled training platform that unlocks the full potential of ICS's WashConnect car wash management system giving full-service operators the ability to create their own in-house subject matter experts," said Jason Sears, Communications Manager for ICS. "And we are offering it to customers completely free of charge."

There are 15 courses included in the E-learning training system. ■

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

**ICA, AUSTRALIAN ASSOCIATION TEAM UP**

The Australian Car Wash Association (ACWA) and the International Carwash Association (ICA) have partnered to support their members and the growing global carwash market, according to a company press release. ACWA's biennial convention will be re-branded as Car Wash Show Australia, joining the ICA's existing trade shows The Car Wash Show® (US) and Car Wash Show Europe™.

The first partnered event will be held in Australia October 30-November 1, 2018, in Melbourne as ACWA moves its event to being held in even-numbered years in order to compliment Car Wash Show Europe's biennial schedule in odd-numbered years. ■

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

## DRB SYSTEMS SHIPS 8 MILLIONTH FASTPASS® TAG



Just four months after shipping 7 million FastPass Tags, DRB Systems, Union, OH, has shipped yet another million, with Golden Nozzle, Springfield, MA, being the recipient of the 8 millionth tag, according to a company press release.

Golden Nozzle awarded customer Ashley Babcock with the 8 millionth tag and a free unlimited wash pass for one year! The event took place at

Golden Nozzle's Columbus Avenue site in Springfield, MA.

Golden Nozzle began its Unlimited Wash Pass Program using DRB Systems' FastPass system in Western Massachusetts in late 2008. Currently, all 30 of their washes in four New England states now offer Unlimited Wash Pass memberships. Grandpa Frank, better known as "F.L.," started F.L. Roberts & Company in 1920 with an automotive and tire store at

the corner of Main and Adams Streets in Springfield. Texaco motor oils and gasoline pumps were added soon after opening the first store. Over the next 15 years F.L. Roberts added 15 more stations, and with the help of son Abbott, established and expanded the fuel and motor oil business in the 1940's and 50's. Steve's brother Seth joined the business later in the 70's. Together, Steve and Seth concentrated on opening new businesses that would complement the gas stations, including a chain of carwashes named Golden Nozzle Car Wash.

In the fall of 2016, Nouria Energy acquired F.L. Roberts & Company's 26 convenience stores and 22 Golden Nozzle Car Wash locations in Massachusetts and Connecticut.

Golden Nozzle Car Wash is a recognized name in the carwash industry. There are currently 30 Golden Nozzle Car Wash locations in four states. ■

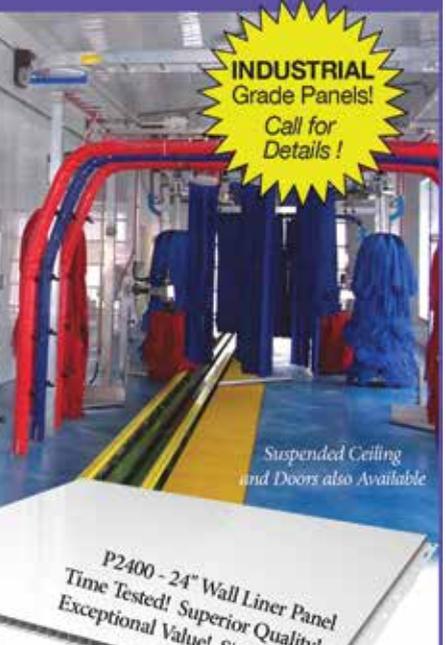
For more information visit [floberts.com](http://floberts.com), [nouriaenergy.com](http://nouriaenergy.com) or [drbsystems.com](http://drbsystems.com)

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# Wash Co. Hits the Ground Running Truly, A Family Affair

By Suzanne L. Stansbury



*For Glen Sheeley and his dad, Wayne, carwashing is truly a life's passion. Every morning the two meet for breakfast before heading to the wash. It's both an opportunity to discuss the day ahead, and a chance to connect on a father/son level, something Glen truly cherishes. "One of the best parts of running the carwash is being able to work with my dad and see him every day," said Sheeley. "But even when we didn't have a carwash to go to, we'd meet for breakfast and go pick up trash by the side of the road. Our time together is very special."*

But the Sheeley's life passion went to a whole new level when they sold their last four existing washes (the final wash sold in August 2017), and their homes, so they could have enough capital to build their dream wash and Laundromat on Rt. 17M in Middletown, NY, without being strapped for cash or hugely in debt. Approvals for the site took a year and then the actual build took 13 months, said Glen Sheeley. On October 24, 2017, all their hard work and sacrifice paid off in an incredible 160-foot MacNeil equipped express-exterior tunnel with a 4,000-square-foot Laundromat they may one day replicate. "I can't say that there is too much I would have done differently with this site," said Sheeley, "but I do wish it had opened earlier."

The wash sits on 6.2 acres at 1020 Dolsontown Road and Rt. 17M and was unused prior to the Sheeley's purchase. To maximize their plot they also purchased a neighboring home and uprooted hundreds of trees themselves to clear the land. The site has a traffic count of 40,000 on Rt. 17M, parallel to the wash, and 18,000 on Dolsontown Road, adjacent to it. His closest express exterior competitor is about four miles down the road.

## Wash Rebrand

Three generations of Sheeley's have been in the carwashing industry and prior to the Middletown location there were six washes in total. These included washes in Walden, New Paltz, Newburgh, Pinebush, Maybrook and Montgomery.

Over the years some of the washes were sold with the last four being in Maybrook, Pinebush, Montgomery and Walden.

In building their dream wash, the father/son team (who also get a lot of help and support from Sheeley's mom Addie, girlfriend Jamie Cunningham and Labrador Retriever Bailey) decided that re-branding made sense and decided "Wash Co." was the way to go. "My dad and I really wanted to separate our personal lives from our business," he said. "No matter where you'd go someone would identify us with the washes, and if you did sell a wash then you were identified with that wash until the new owner changed the name. And if there were issues there, you still heard about them."

The new name, Wash Co., was seamless, according to Sheeley. "It was just my dad and I talking in the truck," he said. "We talked about 'Wash Co.' and 'Wash Up' and picked Wash Co. We had the name before we put a shovel in the ground."

He wonders if the name and new look are perceived as being a franchised facility. "I don't know if that is more appealing to people today than putting a family name on your business, but if our numbers are any indication, I'd say it is."

At Wash Co., in Middletown, NY, Wayne and Addie Sheeley, Jamie Cunningham and Glen Sheeley work as a team.



The wash's street signage acts as a great marketing piece promoting their free dryers in the Laundromat, Facebook presence, wash pricing and that they are OPEN!

## A Colorful Tunnel

Sheeley's other passion is drag racing. He has raced extensively in the Midwest where the express exterior model is more prevalent than it is in the Northeast. "This is the trend in the industry due the high cost of labor," he said. "It's where you need to be to be profitable."

Sheeley said that he sees a significant increase in volume with this model. "We saw our first express exterior in Waterbury, CT, at Personal Touch," he said. "Getting used to a huge increase in volume yet needing fewer employees has been an adjustment. We are very lucky here that when the weather isn't cooperating we can move our employees over to the Laundromat. We never have to send anyone home."

In addition to himself and his dad, Sheeley's mom and girlfriend and three full-time employees operate the wash and Laundromat. His mom and girlfriend work on a part-time basis, but come in daily.

Wash Co. features an array of equipment in the tunnel and with each application a light show, and a scent show, will ensue to denote the service purchased. "We have a scent injected into the pre-soak arch, our (Accutrac)

Petit 360-t," he said. "On our low pH we use summer breeze, our sealer wax and triple foam are grape and the Rain-X is huckleberry. It smells clean and it is clean," he said. He also noted that blue foam comes out of all the blue arches which are only used for the bottom two washes (Wheel Deal and Shine & Wash), and red foam comes out of the red arches for the top package (The Works). There is no scent or light with the basic wash. His pricing starts with the Basic Wash at \$6 and goes up to \$18 for The Works. His unlimited program starts at \$14.95 and goes up to \$32.99 depending on the package.

Sheeley feels that his "secret weapon" in the wash tunnel is his Petit 360-t front and rear tracking dual spray arms. "As of right now, I don't know of anything like it that is being manufactured for sale," he said. "We spray a pre-soak around the front and back license plates and the unit auto-rolls around the car. It's consistent and customers love hearing the volume of water being applied to their car."

The wash also features ICS gated entry and controls, and Simoniz and ZEP cleaning solutions.

After existing the wash, customers can use one of 22 Vacutech vacuum

spots that are only available to paying customers. "The free vacs are not available unless you buy a wash," he said. "They require daily maintenance and as a result we have hired someone to come in before or after hours to clean and service them."

## Impressive Laundromat

In the 4,000 square-foot state-of-the-art Laundromat Sheeley and his dad have a number of unique options including their eye-catching "Big Ass Fan" (manufactured in Lexington, KY) that circulates warm and cool air creating a temperate climate for their customers. "Yes, it's actually called a "Big Ass Fan" and it's obvious why," he said. "The fan's dimensions are 16 feet tip to tip. It just does a great job and is a focal point of the Laundromat. It's still too early to know if it actually cuts our energy costs down or not, though."

In fact, this Laundromat doesn't really feel like a Laundromat at all. A bank of widows run along its wall, a vaulted ceiling and state-of-the-art Huebsch washers and dryers are displayed for use featuring a citron color element that is pulled throughout the design. "My dad really liked the color

*Continued on page 14...*

Wash Co. ... continued from page 13.

on the washers and dryers so we used that throughout the Laundromat,” he said. “The color is even in the ring of the glass door on the washers and the door handles are chrome.”

Laundromats can feel claustrophobic and dark. Not Wash Co’s. “We tried to create an atmosphere like no other,” said Sheeley. “You go in many Laundromats and they are dirty and dingy and we’ve always tried to keep ours clean and bright. You are not on top of people here, and there is certainly a lot of light. You want to create an oasis where people will come.”

In fact, at previous locations that included a Laundromat the Sheeley’s put out donuts on Sunday morning for their customers. With the wash now in Middletown they are able to provide them from a local favorite, Daddy’s Donuts. “We have one gentleman who used to come to our Laundromat in Walden who now drives about 25 minutes every Sunday to get his donuts and wash done,” said Sheeley.

Another added bonus to the Laundromat is the free use of dryers for those who wash at Wash Co. “We have cards that our customers can load money onto and get their dryer for free,” he said. “We initially did it as an promotion, but it’s worked out so well we kept it.”

Right down to the last detail the Laundromat is nothing short of impressive. “And I wanted it to look upscale, elite. My dad taught me to try to always ‘up myself’ and do the best I could and that is what we did with this wash and Laundromat.”

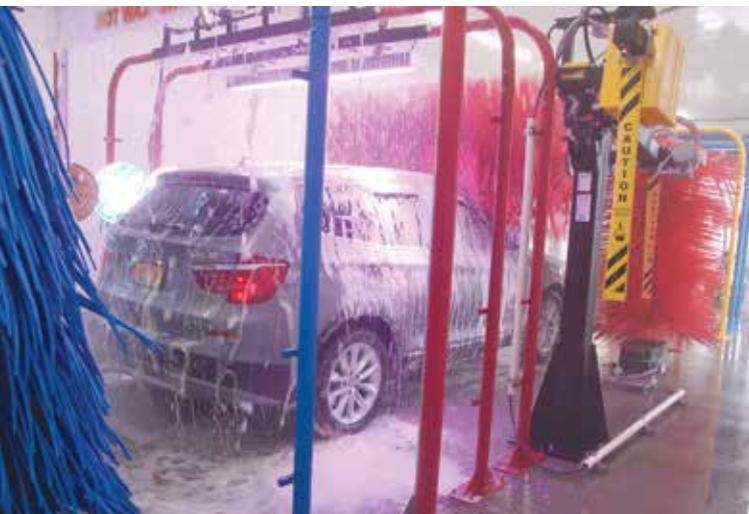
Now that the multi-million dollar wash is building up its volume and customer base, the father/son team can soon begin working on their two new houses (adjacent to each other) and enjoying the fruits of their labor before they decide whether to do it all over again.

“We’ll probably break ground after the show in Vegas,” said Sheeley. “This whole project has been eight years in the making, so I’m not sure if it will be surreal or not once we get to that part of it.”

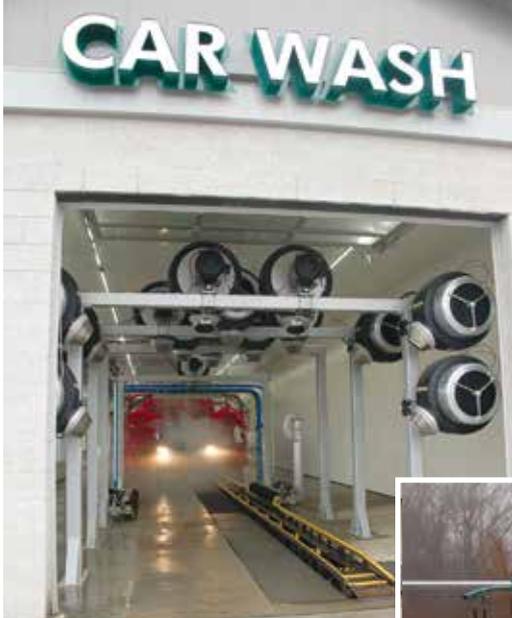
Suzanne L. Stansbury is the Editor/Publisher of The Northeast Carwasher. You can contact her at mediasolutions@nycap.rr.com or 518/280-4767.



Different pieces of equipment get different scents and colors in the tunnel to differentiate between the wash packages.



Only card carrying Laundromat customers can use Wash Co’s dryers, which are free to them. It really “pays” to use the card!



*The express exterior wash opened in October of 2017 and boasts a 160-foot McNeil equipped tunnel.*



*This "Big Ass Fan" spans 16 feet tip to tip.*



*There are 22 Vacutech vacs at the tunnel's exit end only available to paying customers.*



*Wash Co's 4000-square foot Laundromat features Heusch washers and dryers.*



## Jay Rifenbary to Keynote 2018 NRCC

The 29th Northeast Regional Carwash Convention (NRCC), October 1-3, at the Atlantic City Convention Center, will feature motivational speaker Jay Rifenbary as the 2018 Keynote Speaker. Rifenbary, president of Rifenbary Training & Development of Saratoga Springs, NY, is the author of the International Best Seller, "No Excuse!" – Incorporating Core Values, Accountability and Balance into Your Life and Career." He has also authored "True to Your Core – Common Sense Values for Living Life to its Fullest" and "Return To Your Core – Principles For a Purposeful and Respected Life."

The West Point grad and Military Commander with more than 25 years of experience as a speaker, trainer and consultant will speak on the importance of several key principles and skills, such as self-responsibility, organizational

accountability, integrity, personal honest, professionalism, self-respect, forgiveness, passion and a positive attitude as they pertain to one's personal and professional success. "We are so excited to hear Jay," said 2018 Show Chairman Doug Rieck. "He comes highly regarded and his message is one every operator can benefit from hearing."

Rifenbary's program, "No Excuse!" is slated for Tuesday, October 2.



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

# 8 Factors that Create Maximum Value for Your Wash

By Louis Rendemonti

Most of my weekends from the age of 12 through 20 were spent working with my Dad in our family business, Auto Valet Car Wash in Trenton, NJ. I remember him saying that a carwash was like a sacred item that someone will always be willing to pay you more than what you paid for it. Those were the days when you could buy a wash with \$50,000 down and the seller would hold a note for another 15 years. Today, this industry is witnessing what most old-timers would never have imagined – full-service carwashes selling for in excess of \$6 million!

An excellent Exit Plan does not just plan for the involuntary transfer of your business because of some calamity in your life, but for the voluntary transfer of your business because you feel it is time to cash in.

Here are the top eight factors that impact the value of a business. Focus on improving each of these areas and you can expect a higher value for your carwash when it's time to sell. I have left out the three L's; location, location, location because that is obvious and something you don't have much control over if you are an existing operator.

**1. Cash flow.** Cash is King! The more profits your business generates, the more valuable your carwash. Most businesses are run to minimize the tax hit from Uncle Sam, and to maximize the cash flow to the business owner. Financial statements are "recast" to reflect the business' true profits. For example, if you recast the profits of the business by taking out the car and other "miscellaneous" expenses for the business owner it may dramatically change cash flow. Most businesses are valued on a multiple of cash flow (Earnings Before Interest Taxes Depreciation and Amortization or "EBITDA"). The higher the net cash flow, the higher the value.

**2. Growth trends.** If the volume is steadily growing, then the business will have a higher value. If the trends are negative, there will be a fairly big impact to the value in most cases. Most buyers look for a minimum three years of prior history.

**3. Recurring revenue.** The last 10 years or so have seen the impact of unlimited wash clubs. Never before has a carwash had a continuous stream of revenue coming into the checkbook when the doors were closed due to bad weather. A new buyer knows there is a predictable revenue and profits each month to pay overhead and possibly amortize debt.

**4. Impact of the operator leaving the business.** Is the carwash centered on the owner? If so, you can expect a lower value. One of my strategic partners, Emery Ellinger CEO of Aberdeen Advisors, likes to say that "becoming inconsequential is supremely consequential to your company's continued success." Buyers want to know that the business runs efficiently without having to be there 24/7.

**5. Management Turnover.** A good manager or key employee improves the value of the business. A manager who can maintain equipment, is reliable and incentive based, is highly desirable. Do you have programs in place that recruit, reward and retain key people? If so, then a new buyer does not have to

agonize over that and will pay you a higher multiple.

**6. Margins.** The higher the gross profit margins and net income margins, the higher the business valuation. There is more cash flow from higher margins. Lower margins highlight a tough competitive climate.

**7. Fair market value of the company assets.** A carwash has a lot of hard assets. Is the equipment modern, clean, attractive and maintained properly? Don't be penny wise and pound foolish when offering your business for sale. It may seem obvious, but spending money on paint, cosmetics, lighting, landscaping etc., is a wise investment.

**8. Accounting records.** Keeping and maintaining accurate books and records is a must today! Sophisticated investors, banks and private equity firms all require detailed financial statements. Carwash operators must invest in taxes today in order to sell for the highest value tomorrow. One way to do this is to have a valuation done annually so you have an idea how your business looks to an outsider. Plus, it can help you spot the metrics that need improvement. There is excellent software available that your financial advisor or CPA should have access to at a very minimal cost.

Today's single and multi-location operators have an enormous opportunity to cash in when the timing is right. Incredibly high valuations are rewarded to those who pay special attention to these factors. Paying strict attention to the metrics of the business and treating it like an investment, rather than a personal cash cow, will pay very high dividends for you and your family when the time is right. As Stephen Covey, author of "The Seven Habits Of Highly Effective People" stated, "begin with the end in mind.. Carwash operators should run their business as if it were going to be put up for sale tomorrow. ■

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# Carwash Brokers Share Insight On Industry's Direction

By Alan M. Petrillo

Investors, many from outside of the carwash industry, are putting their investment capital into buying existing carwashes around the country, and especially in the Northeast and along the East Coast, and in some instances, financing the building of new carwashes in order to cash in on what they see as a business that is lucrative.

Rod Ross, co-owner with his brother Bob in Ross Brothers Inc., carwash brokers for the past 25 years, says he believes the allure of investing in a carwash is a direct result “of people who have a love affair with cars. Ninety percent of my customer base are new carwash owners,” Ross said. “We do sell some repeats, but most people are first-time carwash owners who get into the business because it can be lucrative, and the learning curve is relatively brief, but they learn they have to be present at the carwash to make it work.”

Ross said that, “For most of the people I have dealt with, it is their own money, so they are there working in the carwash to make sure their customers are serviced properly.”

Vinny Carfora, owner of CarWashKing.com, is a licensed broker in 38 states and sells between 50 and 150 carwashes a year all over the United States. “I have investors coming from everywhere,” Carfora said. “I’ve never seen it so aggressive. In the last few years, I’ve seen a lot of business-savvy individuals and businessmen investing in carwashes. Everyone is looking for express carwashes; 98 percent of my phone calls are about buying an express carwash, and that holds true all over the country.”

Jim O’Leary of Corporate Consultants International, said that his experience has shown a substantial change in the typical buyer looking for a carwash. “Approximately 70 percent of our carwash inquiries came from within the industry until just a few years ago,” O’Leary noted. “Rather quickly there was a shift to the non-industry absentee-owner-buyer looking for express operations. My last three broker sales were to a retired bank attorney, a hedge funder, and a chief operating officer from one of the top 500 corporations. That’s definitely a shift.”

In addition, another significant change that O’Leary has seen is in the valuation process. “Typically, I’m finding that investors from outside the industry are looking to buy from analyzing the EBITDA (earnings before interest, taxes, depreciation, and amortization), and applying a multiple to come up with a purchase price,” O’Leary pointed out. “This is a shift from buyers who are already in the industry and primarily have been working off top revenues, car counts, and fixed real estate costs as key indicators for valuation. In most cases, the seller still has to prove cash flows for the bank.”

O’Leary said that while different factors usually contribute to a substantial shift in any industry, “Regarding a shift



Rod Ross, Ross Brothers Inc.



Jim O’Leary, Corporate Consultants International

to more outside investors for the carwash industry, one of the main things I’m hearing over and over is the high appeal of the express operating model for its lower labor costs and oversight, which contributes to higher net profits.”

Ross doesn’t fully agree that express carwashes are the dominant target, at least in the three states where he buys and sells carwashes – New York, New Jersey and Connecticut. “Most buyers want either a full service or express carwash,” Ross said, “but full service is still dominant in the three states where we operate. However, the current trend is to go automatic in a carwash to save money and have to pay fewer staff. And the customers like the express model too.”

Ross pointed out that he’s had a number of buyers who are experienced carwash operators “looking to purchase a mismanaged or overstuffed carwash operated by an absentee owner. Most of them are happy to buy a business like that where the seller can prove the numbers are there. And most of these sales are in suburban areas; there are very few carwashes in urban areas.”

Carfora said that a lot of carwashes that are sold for more than \$5.5 million go to investment groups like private equity funds, instead of individual owners or family groups. “A lot of the buyers getting into the business now with the express model are doing very well,” he said. “They will end up getting between five and 10 carwashes, run them for awhile, and then sell them off at a profit. These people are in a growth mode.”

O’Leary said that when dealing with investment groups, they have the financial clout to move a deal forward, even for a larger carwash chain that may require more up-front capital or lending ability from the bank. However, he added, as when working with a larger entity within any industry, the time frame

*Continued on page 20 ...*



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## Carwash Brokers Insight ... continued from page 18.

to finalize a deal may stretch longer than the seller anticipated and absorb an unexpected amount of time and resources.

"Individual investors from outside the industry may have the flexibility to move more fluidly through the due diligence period," he said, "but may require more long-term involvement from the seller, such as holding part of a note or supporting the business through the transition process following the sale."

Carfora pointed out that the margins in carwashing are very attractive to investors. "In the restaurant business, you're looking at a eight to 10 percent margin," he said. "But in carwashing, the margin is 50 percent, so the new owners can screw up a bit and still have a good return. And every year or two they increase the ticket price by \$1 or \$2, so if they are washing 100,000 cars a year, that's real money."

Carfora thinks outside investments in carwashes will continue. "Carwashing is semi-recession proof," he said, "and an Amazon-proof business. You can't get your car washed on the Internet." ■

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

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# Make Sure You Have Disposable Towels In Your Towel Tool Box

By Valerie Sweeney

Disposable towels, or non-wovens, are used in many different areas of the carwash. Some washes use more than others, but no matter the application, disposable towels can play an integral role in your towel tool box. Disposable towels/wipes also help to prolong the life of your terry and microfiber towels. These non-wovens typically cost between \$.05 and \$.15 per wipe depending on size, durability, packaging and thickness.

## Options Available

There are several non-woven disposable wipe options available to the carwash market. The choice of wipe depends not only on the application, but also on personal preference. Most companies that supply non-woven disposable towels offer these products in various packaging and dispensing options in order to best suit your location.

DRC, or double recycled cellulose, is a very soft, absorbent disposable wiper. It has a variety of uses, including general wiping applications, lube shop, service, detailing,

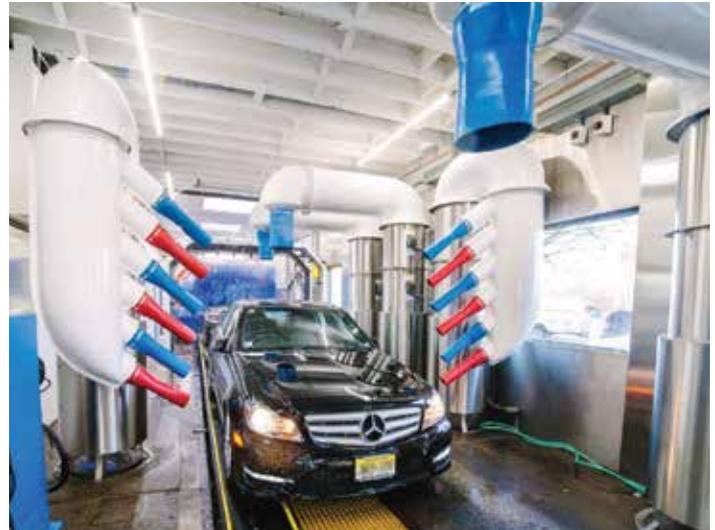
or as a low-cost courtesy towel for your customers. Many people like DRC because it is a great cloth rag alternative, and costs pennies a wipe. DRC can usually be found in many dispensing options, including quarter-fold, flat, pop-up and roll.

Hydroknit wipers are also very popular in the car care industry. They are the most durable disposable towel option, and are also very absorbent. These wipes are lint free, making them great windshield towels. Hydroknits also make great courtesy towels, or general shop rags, especially in lube centers. There are various thickness and colors out there (often red, white, or blue), and can be found as a quarter-fold, flat, or even convenient jumbo perforated rolls.

## Applications

Courtesy towels are used by many carwashes throughout the Northeast. These are disposable wipes that you give your customer. These wipes/disposable towels are given to people who want to touch up a spot on their car (especially

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on their windows). Courtesy towels help to prevent customers from “borrowing” your towels and “forgetting” to give them back. Some carwashes set up dispensers which release one wipe at a time to prevent people from taking more than they need. Others stack wipes up next to the tip box. Another way to prevent people from taking more than they need is to have the cashier hand out the wipe, or the supervisor on the way out while they give one last “thank you” to the customer.

Disposable wipes are also very popular in the oil/lube centers. Once again, they can be used as general wiping rags for absorbing grease and oil. These wipes are ideal for wiping parts, surfaces and hands. Many lube centers use rentals, which can prove to be costly. Not only is there a charge for the rag rental, but there are also extra surcharges including loss, environmental, etc.

Most carwashes use either Microfiber or Huck towels on the windows but some washes do prefer to use a heavier Hydroknit on the windows. They are lint free, absorbent, and work really well, especially reaching corners of the window. A few locations that use microfibers on the windows choose non-wovens during the coldest of the New England months since sometimes Microfiber can semi-freeze, and cause streaking.

Non-wovens are very durable, and can hold up when saturated. They work well with many cleaners, and can be used when detailing the interior of the car. They are thinner than Microfiber or cotton towels, so they can be used to clean tight spaces that a traditional towel might not reach. Several carwashes offer a wet non-woven cloth-like paper wiper that they give to their customers to wipe off the dash themselves. This system works well for washes where the customer stays in their vehicle.

Having a supply of non-woven towels can help save money in the long run. It will prevent workers from using terry or microfiber towels where a low cost wiper/rag is best suited. These disposable towels can also be used as a low-cost way to enhance

customer service at the wash by providing courtesy or dash wipes. Your towel vendor should be able to provide you with various options, and help fit you with the wiper/towel that best suits your needs. ■

*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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# Volume, Security, Controllers and LED's

By Doug Rieck

In my President's Column on page 48 I stated the obvious; carwashing has had a good run for the past few months. I think we all can agree on that, and it has been sorely needed. All carwashing has a weather component and in the Northeast weather becomes a bigger part of the equation. The problems come when the weather turns bad, which speaking in a gloomy fashion – it always does.

One of the major cyclical weather events that has helped us is the switchover to a La Nina weather cycle. The National Oceanic and Atmospheric Administration (NOAA) announced the transition in November. This typically brings a colder, snowier, more traditional winter weather pattern to the Northeast. This combined with the previous lack of rain and dry weather helped us to wash more cars. Prior to writing this, the past few weeks has seen a warm up, rain and substantially fewer cars being washed. The good news, I think, is that a number of meteorologists are forecasting a return to cold and snow by the end of February into early March. By the time this is read, the cold spell will have happened, or not. The greater concern to us in carwashing is whether we get another volume peak. Hopefully, we will.

## Car Sales Up!

Another important predictor impacting carwash volume is new and leased car sales. The old carwash adage about leased cars not being washed as often as owned vehicles is just inaccurate. Perhaps in the beginning years of leasing this was an accurate statement, but lease turn-in inspection has become a worry and spurs better maintenance.

In 2015, according to Edmonds, 27 percent of new cars were leased with the percentage climbing annually. Also noted, 34 percent of Millennials lease cars as opposed to buying them. And in 2017, more than 17 million new cars were purchased or leased, as compared to just more than 10 million in 2009.

## Think Security!

I would like to suggest that we all look at our cash handling and security procedures closely. In each town, it is common knowledge that carwashes have been busy, probably more so than in years. It is sort of hard to hide the lines. That means we are handling more money. No matter how secure you think you are, think again! There are always eyes watching us. Make it harder, vary schedules, use two-person teams. Ensure that your alarm is connected to your pay stations. Yes, you need a quality monitored alarm system. Make sure self-serve coinboxes are well built and secured. See if you can get your local Police Department to wash with you. Just try harder, and remember those eyes always watching you.

## Controller Upgrade

One of my recent projects has been a new tunnel computer control system. Since I am already all ICS, the right choice was to replace my two Juniors with a new ICS WBC controller. The Juniors have been great, but lack height sensors, the flexibility, and channels needed in today's market. My WBC can now control the top brush and profile pickup trucks without human (fallible) intervention. My wash is in "pickup truck country." A familiar question from pickup truck owners has been, "Why doesn't the top brush come down?" Now, it will come down and wash the hood and cab and retract from open beds. The height sensor also gives me the ability to control expensive chemistry, eliminate suds in pickup beds and save money.

My carwash is a fairly sophisticated flex service gated-entry facility. We originally opened in 1983 with a Cartrol eight-channel computer. This is long gone and we now have 48 channels when we went to gated entry more than a decade ago. This was a giant step forward for us, but our demands have increased the need for more control. So, it is time to upgrade again and while doing so we changed out most of the original control wiring, which has been patched and jury-rigged over the years.

Since we are reworking and rewiring stuff, and have more control channels, I can now make better use of LED lighting. The base wash will now get some lights. Other washes will get more lights. In today's sophisticated carwash market you have to offer better showmanship.

Another set of changes will be the modernisation and re-vamping of the four self-service bays at my primary location. I already accept credit cards, have bill acceptors, but in each bay there are three separate boxes; one for each function, coins, bills, and credit cards. The base coinbox and rotary switch which I had custom welded more than 15 years ago and then the other two. Now, I will have a new integrated box. I know in doing so there will be better aesthetics, improved security and more functions. I have used in-bay dryers at other locations and now my oldest and primary location will have them as well. Sitting in my storeroom waiting, are four sets of in-bay dryers. The other set of changes are obviously additional low-pressure functions. Last year at this location I installed a new credit card system which has been wonderful. My card sales are way up, I have lower processor charges and much better reporting. Plus, it all integrates with the Laundromat on site, allowing credit card acceptance in the Laundromat. The new coin boxes have been ordered and I'm just waiting for them to arrive.

The fall has been very busy. At another self service and in-bay location I replaced all of my existing 400 watt Metal

*Continued on page 26 ...*

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# The Main Thing...

## ...Is to keep the Main Thing the Main Thing

By JoAnna Brandi

When my daughter lived in Santa Barbara, CA, my preferred mode of transport from LAX to her home and back was to take the Santa Barbara Airbus. Once the driver picked up the last passenger he would stand in the middle of the isle to tell us about all the safety features, fire extinguishers and escape hatches in case of emergency, and then he would tell us about the amenities on board.

There was a rest room in the rear, an "honor bar" housed in a white cooler in the first row with water and PowerBars. There was Wi-Fi, free hard candies, and some comment cards in case we wanted to tell the company how well the driver did, or did not do, on that day's ride. Mike, the driver on the day I'm remembering, reminded us to use the handrails on the top by the luggage racks if we did have to get up during the ride. Because of traffic on the 405 – we'd be taking the scenic route most of the way on the Pacific Coast Highway.

Then he told us with a big smile on his face - to sit back, relax, and enjoy the ride. "I will get you there safely," he said. "That's the main thing."

Every business has a "Main Thing" and the key challenge in every business I've ever worked with is keeping the "Main Thing," the "Main Thing."

### What's Your Business' Main Thing?

Sure, it's easy to say "bottom line profits" because a business usually can't run without them, but the truth is a business can't run well without customers either. And for that matter, without employees you wouldn't be able to take very good care of the customers, would you?

So, what's the main thing? Customers? Employees? Speed? Happiness? Ease? Price? Size? Location? Quality?

I think the "Main Thing" is the quality of the relationships you have with human beings inside and outside the company.

There's an old saying that goes, "Customers don't care how much you know until they know how much you CARE." When your entire team sees the main thing as creating authentic relationships with everyone you touch in business – with energy, enthusiasm and empathy – it will give you a "leg up" on the competition. Caring companies know what matters to employees and customers, and they focus on the things that matter most.

Safety, security, quality, speed, convenience, price, location and all the other things we label "Value" don't matter much UNLESS they matter to the customer.

Spend a little time this week thinking about what your "Main Thing" is. If it's the quality of the relationships you have inside and outside the company, you may want to grab a copy of my revised free Special Report on staying on TRACK - and building relationships that thrive. [www.ReturnOnHappiness.com/TRACK](http://www.ReturnOnHappiness.com/TRACK)



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)

### Doug's Perspective ... continued from page 24.

Halide parking lot lights with LED's. The results have been spectacular. The carwash is the brightest location on the road even eclipsing next door's Wa Wa. I worked with a local commercial electrician who advised letting him replace all the 400 watt metal Halide bulbs with 105 watt LED fold out bulbs. His guys removed the existing ballasts and bulbs then installed the LED fold out "winged bulb" in the existing fixtures. His price retrofitting the existing fixtures was \$5,000 less than his competitor's quote. His competitor said that "corn cob" or corn bulbs don't work and wanted to replace all the fixtures, rather than rebulb with LED's. So, my suggestion is that in some cases you can retrofit existing parking lot lights. My point is that there is a new style of fold-out winged LED bulbs which are much brighter than the "corn cob" style. Both the corn cob and the fold style will burn less than one quarter the electric. The newer fold-out style just is significantly brighter.

At the same four-bay self serve, I replaced my hot water system with a new wall pak water heater. So far it has kept up with the hot water demand. I did retip the bays with 3205 nozzles to lower water demand. When I installed the heater, I set the temperature to 100 degrees. So far, so good.



Doug Rieck

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



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# Color Up! It's Time to "Go Green!"

By Gary Sokoloski

As winter releases its grip on us, it's time to look at how you can add some color to your carwash. While green is most operators' favorite color, adding some red, white, blue and maybe some yellow to your curb appeal might be just enough to catch a new customer's eye and keep the regulars coming back to see what blooms next. Adding some accent planting can dress up a location, as well as any sign you could possibly hang or banner you put out by the curb.

Having a lush green lawn is always an attractive way to get people to notice your location, although making sure it stays that way throughout the season can be a challenge. If you're not a green thumb, reach out to a local landscaper to help in dressing up your facility's landscape to create eye appeal. With proper irrigation, fertilization and cutting, you can have that lawn that makes your customers feel at home instead of at the concrete jungle. Start early in the year getting the lawn raked and cleaned up so that the spring sun and rain can do their job and start this year's growth, which will pay off late in the summer as the heat and possible drought will test the roots of your grass. Having a properly-sized and placed irrigation system will also get you that

look that catches the eye. Try to follow a four-step fertilization program so you can control weeds, bugs, develop deep roots and survive the harsh winters. The final step in having the lawn other's desire is to mow regularly, have sharp blades and at a high setting. This allows for proper air flow, root protection and a nice green lawn.

The next step in going green is adding some color. Having permanent flower beds is one of the best ideas if you have the space. In locations with limited space, consider portable containers that can be put out and then stored in the winter. Having some core plants and shrubbery to define your scheme and then adding in seasonal colors will always keep your customers wondering what will bloom next. Work with your local nursery to find the plants and colors that will continuously bloom in all seasons, and add a home touch to an otherwise commercial environment. This can be done from the first thaw until after the first frost, thus giving you an opportunity to really show your colors throughout the year and show your customers the attention and detail you put into your business.

Upgrading your property's landscape, along with offering a great carwash to your customers, may create a sense

*Continued on page 31 ...*

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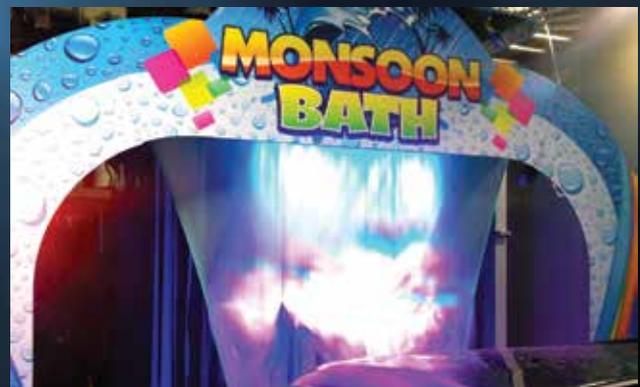
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*Dear Venus and Mars,*

*This past winter had some unbelievable washing days. Tell me how you prepared for and handled the volume, and what challenges were thrown your way.*



Heather Ashley

### Venus Says

From years of prior experience, we have a simple set of steps that help us get ready for the high-volume Winter season.

Months ahead, we order enough supplies of soap and vending items to see our self serves and automatics through until spring.

We double check our equipment and make sure we have the most needed spare parts ready to go including the wash wands already assembled and ready for a quick change in the cold temperatures. We do the same for our bubble brush wands. We also have a few hoses with ends ready for a quick switch, if needed.

We try to be proactive instead of reactive and anything that has been giving us trouble is serviced and maintained everyday.

We have increased customer trash on those heavy wash days, so we are checking the trash at all of our self-serve locations every few hours. We have developed a few shortcuts including the method of adding extra bags hung over the interior side (or draped through the handles of your rubber style can) of the empty can before we lay out our regular trash bag. This allows for a rapid change out in cold weather in which person number one is lifting out the full trash bag and tying it shut, while person two is quickly taking a bag already there and inserting it into the can. By that time person one is already working on pulling another can. This works great in the winter, but sometimes in the summer a customer will notice “free garbage bags” and take every one!

Here in the rural area of Virginia, the temps are really cold and we are always checking our weep pressure. If it is a very cold time, we will increase it to prevent freeze even though some of you might say we could have gotten by. You see the term “ice cave” haunts us to this day and we will always be proactive from now on.

My last piece of advice is to stick close to your wash. This is no time for a vacation!! We incorporate all of what we do into our little trail of carwashes. From dinners to local events, we prefer to be close to the wash locations because this is the time of the year when you want to stay running! I am told that there is plenty of time for a vacation later! ■



Paul Vallario

### Mars Says

As I write this column we are still in the midst of the winter. So it is difficult to judge how the winter was overall. However, the first half of the winter we did experience very cold temperatures and frequent small snowfalls. These two elements combined did result in some unbelievable carwashing days.

The salt was spread frequently and heavy on the roads and was in every nook and cranny on the cars. Of course, this is every carwasher’s dream, which many of us refer to as white gold. But now the challenges begin as many carwashes go from average to below average volume to maximum volume in just a matter of 24-48 hours.

The biggest challenge we faced was fighting the extreme cold temperatures. Here on Long Island, we do not experience too many single digit temperature days. This winter between mid-December and mid-January we had many of these days. As a result, many carwashes in the area were not prepared and lost some big washing days as a result.

Every year right after Halloween is when I start to test my tunnel heat and begin the preparation for winter. All was good at that point but more was needed. Right after Christmas we were hit with a long stretch of extremely cold temperatures. The cars were already covered in salt and the sun was shining. The forecast showed no relief in site. In addition to our permanent heat in the tunnel we rented a couple of kerosene space heaters just to be sure we could remain open. If one of our heaters didn’t start up on one of these days we would have to shut down.

Dealing with the volume is the fun part and volume requires preparation. Of course, you always need to make sure all the equipment is working prop-

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

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

erly and tuned up. With the cars being so dirty the last thing we want is a piece of equipment to go down. We operate a flex-serve wash so staffing is not that big of an issue like it is with a full serve. When our volume peaks on days like these it's the express washes that see the biggest jump in volume. That being said, the staff is virtually the same when doing 200 cars as it is when doing 800 cars. We do call a few extra staff members in just to be safe and to make the surges go smoother.

Another challenge I'm sure most carwashes experience on these busy days is novice customers. They're just not experienced and can really slow your line down. They ask a lot of questions and are unprepared when getting to our greeters. One problem customer can ruin a good rhythm and make your line longer and decrease car counts. We made sure we had all hands on deck with ownership and management on these days to keep these problems to a minimum.

With the heavy amount of salt on the cars streaking becomes a problem after the cars leave the tunnel. The cars come out spotless but salt remains in some cracks and crevices, which are difficult to remove. When the car drives away if it is not completely dry the salty water, which is still in these crevices, drips and leaves white lines and spots on the cars. We try to prep the cars a little more when they are this dirty, but even so it's tough to eliminate this problem. Making sure all high-pressure nozzles are working and clean can

certainly help. Also, the better you can rinse the car the less this will happen and the drier the car comes out of the tunnel. Of course, if anyone were to complain or come back we automatically rewash their car, no questions asked.

It was a great run with plenty of ups and downs. Hopefully, the second half of the winter was as good as the first. As with anything, however, nothing good comes easy. Be prepared and ready for the unexpected and everything else will fall into place. ■

**Gary's Tech Tips ...** *continued from page 28.*

of home for all who experience your location. In turn, creating additional customer satisfaction, as well as building your customer base through word-of-mouth advertising. Going green and adding color corresponding with each season, through planting shrubs, bushes and floral beds, as well as maintaining your lawn, will create charm and attraction for your location, in addition to added success. ■

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



Gary Sokoloski

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# Defending Our Constitutional Rights

By Perry Powel

Recently, I was invited to a meeting with representatives from the world's largest sign company. The two-and-one-half hour meeting was to discuss one issue, sign variances.

Cities are attacking our civil liberties once again in a new and dangerous way. It is up to Americans to push back against these impingements on our American freedoms.

The trend usually starts small. It starts with an idea of a new way for regulators to deny commercial clients their due liberty in order to advance the agenda of the few.

The sign industry has been winning in federal court for years and now the regulators have taken a new path.

This trend likely spreads through the same vehicle the other attempts on our liberties have started, in the meetings of the American Planning Association. In any case, the new wrinkle is a direct assault on the Fifth Amendment of the U.S. Constitution.

Here is how the Fifth Amendment reads: No person shall be held to answer for a capital, or otherwise infamous crime, unless on a presentment or indictment of a Grand Jury, except in cases arising in the land or naval forces, or in the Mi-

litia, when in actual service in time of War or public danger; nor shall any person be subject for the same offense to be twice put in jeopardy of life or limb; nor shall be compelled in any criminal case to be a witness against himself, nor be deprived of life, liberty, or property, without due process of law; nor shall private property be taken for public use, without just compensation.

The Fifth Amendment does not stand alone in guaranteeing of freedom from tyrannical government imposition into our lives. Due process guarantees the freedom from government and the rights of government by striking a balance.

The Fifth Amendment does not stand alone in its governing of our rights and protections. The 14th Amendment also addresses this as follows:

**Section 1.** All persons born or naturalized in the United States, and subject to the jurisdiction thereof, are citizens of the United States and of the State wherein they reside. No State shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty, or property,

*Continued on page 34 ...*



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without due process of law; nor deny to any person within its jurisdiction the equal protection of the laws.

It is in these highlighted portions, we citizens are granted the right to due process of law. In other words, we are granted freedom by Federal protection against any action that does not have at its core the guarantee of "due process."

As early as 1934, the U.S. Supreme Court determined that due process is violated if a practice or rule offends some principle of justice so rooted in the traditions and conscience of our people as to be ranked as fundamental.

The court went on to say that the proceedings must be impartial.

A California State Court in the case of Desert Outdoor Advertising, Inc. v. City of Moreno Valley; found that the law cannot grant 'unbridled discretion' of government officials.

Moreno Valley Ordinance No. 133 contains no limits on the authority of City officials to deny a permit. City officials have unbridled discretion in determining whether a particular structure or sign will be harmful to the community's health, welfare, or "aesthetic quality." Moreover, city officials can deny a permit without offering any evidence to support the conclusion that a particular structure or sign is detrimental to the community. Thus, we conclude that the permit requirement is unconstitutional.

Now we have determined that it is not lawful to impinge on our due process rights and that discretion cannot lie in

the whims of an administrative employee of the regulator, let's look at three methods in which this is exactly what is transpiring today.

### Trend 1- The variance permit application

In this scheme, the city has an application that requires the applicant to prove that they have met certain pre-described criteria in order to be heard by a board of adjustment. The applicant never meets the burden of the statute and is denied any due process hearing.

In this process, it is administrative employees who have been allowed to hijack the process and all power lies with them. The administrative employee has the ability to deny due process. This is unbridled discretion and is not constitutional.

### Trend 2: The variance process

The City has a variance process, but the board of adjustment relies on the administrative staff to advance a recommendation for their vote, and the board of adjustment never grants relief and always votes with the regulator's staff recommendations.

In this process, it is administrative employees who have been allowed to hijack the process and all power lies with them. This also is unbridled discretion and is not constitutional. Nor are they impartial, but rather they are a way in which the regulator places their hands on the scales of justice and deprives the citizen of their rights under the law.

### Trend 3: The limitation of appeals grounds

One example would be that the only grounds for a challenge is if one challenges the way in which the administration or inspector carried out their responsibilities.

Another example is to limit the scope, the grounds of an appeal, in such a way that it is almost impossible to ever raise the issue that harms a business. The argument becomes about procedure and not about the issues the business cares about.

These trends continue to develop in a way that will one day lead to U.S. Supreme Court cases which more narrowly define administrative abuses and rights to due process. Until then, we have to muddle through the war on personal freedoms by repressive governments.

Vote out your mayor and local councils and change the laws!

*Perry Powell is a carwash consultant. He specializes in Sign Design and construction, Restructuring quick turnarounds, Business model changes and improvements, Management methods and sales processes using the consumer behavioral science of Neuro-Marketing. He can be reached at 817/307-6484, perry@perry-powell.com or www.perry-powell.com. References may be viewed on LinkedIn.*



Perry Powell

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**PRESIDENT'S COLUMN**

*I feel I speak for most business owners when I say that 2017 challenged us in new ways and forced us to step outside our comfort zone to adapt to changing political, regulatory and economic climates. Amidst the many challenges, I am encouraged by the Carwash Association of Pennsylvania's (CAP) growing membership that is continuing its momentum going in 2018.*

*Over the last 12 months, CAP welcomed a new Executive Director, added two new board members, hosted its annual spring dinner and fall golf outing and engaged its membership in new ways including adding member benefits and creating a quarterly, mailed publication filled with valuable industry news.*

*And we are just getting started!*

*Looking forward, we are excited to roll out new initiatives that will strengthen the carwash industry in Pennsylvania and beyond. And we want you to be a part of this! If you are not a current CAP member, we invite you to join our growing network of operators and vendors from across the Commonwealth. We are off to a strong start in the New Year and look forward to investing even more resources into our membership that will help carwash businesses to thrive. Please visit us today at [www.pacarwash.org](http://www.pacarwash.org)*

*From my experience, I can say that the carwash industry is a great community of helpful and generous people. We share in some pretty unique challenges to which other types of businesses can't relate. This is all the more reason for us to band together and call upon one another in a time of need. I am proud of the progress we are making through the Carwash Association of Pennsylvania and look forward to helping grow the industry through our efforts in 2018.*



*Best wishes for a positive and prosperous year!*

Keith Lutz

President, Carwash Association of Pennsylvania

**Register for the Annual Dinner  
and Table-Top Show,  
on page 38!**

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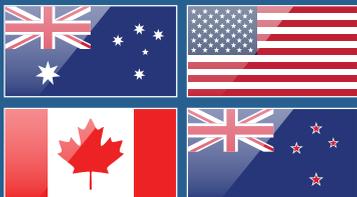
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**PRESIDENT'S COLUMN**

*As you have all read over the last two years, the Connecticut Carwash Association (CCA) has been fighting the good fight to win the repeal of the sales tax imposed on us two+ years ago in the middle of the night. We are a small state association with limited resources, but we have been taking this issue on for all the operators in Connecticut because it is the right thing to do.*

*Our Legislative Committee, led by Todd Whitehouse, has spent countless hours at the Capitol in Hartford. They have written emails, made telephone calls and shook the hands of Legislators across our state. All these grassroots efforts are necessary and they make a difference. When we go to the Capitol everyone knows our issue and our name. They know that the CCA stands for hard-working men and women who are passionate about their businesses, their customers and their employees. Most of you reading this column, however, have not gotten involved and you have not supported our efforts. I know you are busy, we all are busy, but standing up and fighting for what is right and what will ultimately benefit your business and make it more profitable is extremely important (and rewarding).*

*I ask you now, if you have not yet done so, to renew your \$300 membership in the CCA. I ask you to support our efforts and to get involved in our mission moving forward. Simply call the office at 800/287-6604 and ask to get involved. It's easy and extremely beneficial to you as an operator. I also ask that you cut that check or renew your membership (or join for the first time) at [wewashtcars.com](http://wewashtcars.com) today. We need your financial support, as well, to keep our exceptional Lobbyist, P.J. Cimini, doing his great work and representing us in Hartford. Together, the association can accomplish great things, but we need your help.*



*Bob Rossini*

Bob Rossini  
CCA President

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**Mike Benmoschè, McNeil & Co., Inc.**  
120 Broadway, Menands, NY 12204, 607/220-6344

**Peter LaRoe, Personal Touch Car Wash**  
95 Berlin Tpk., Cromwell, CT 06416, 203/878-8113

**Steve Sause, AutoShine of NE**  
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- \*James Rossini Mark Curtis
- \*Bruce Sands Doug Newman
- J.J. Listro Paul Ferruolo
- Tracy Tom Mathes
- Dwight T. Winter Daniel Petrelle
- Anthony Setaro
- \*Deceased Joe Tracy

**CCA MISSION STATEMENT**

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

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Fairview Farm Golf Course, Harwinton

OCTOBER 1-3

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# Industry Pioneer Taken Too Soon

John "Jack" Arsenault, 75, of Vernon, CT, passed away on December 19, 2017, after a courageous battle with cancer. His obituary in *The Hartford Courant* spoke of his larger than life personality and zest for all things UConn Women's basketball, fishing and his family, especially his beloved four grandchildren Andrew and Caden Arsenault and Caroline and Mackenzie Eaton.

Arsenault was heavily involved in the operations of Wil-lamantic Car Wash in the early 2000's where he ran the wash and eventually the lube shop next door working for owner Damien Fox, who he loved like a son. The wash was sold in 2009 to Todd Whitehouse of Connecticut Car Wash, but Arsenault continued to run Fox's lube.

He is survived by his wife Gail (Steele) Arsenault; his son Christopher and his wife Elizabeth; his daughter, Carrie Eaton and her husband Morgan, as well as his niece and nephew Michael and Tina Covensky and his great niece and great nephew, Morgan and Ryan Covensky.

Memorial contributions may be made to the St. Francis Foundation, 95 Woodland St., Hartford, CT 06105. ■

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# 2018 General Assembly Session Begins

By P.J. Cimini

The General Assembly has just started the 2018 General Assembly session on February 7 which will run until May 8 and leading into an election season which will see all state-wide constitutional offices, all State Senate and all House Seats up for election.

Here's a quick overview of some of the issues and policies that the Connecticut Carwash Association (CCA) will be focused and working on in the upcoming session.

## Sales Tax Repeal Bill Introduced

Thanks to ongoing and strong support from members of the General Assembly, House Bill 5009 "AN ACT EXEMPTING CAR WASH SERVICES FROM THE SALES TAX" which would exempt carwash services from the sales tax was introduced. The bill was introduced on the first day of the 2018 General Assembly session by the following Legislators introducing the Legislation are: REP. CAMILLO, 151st DIST.; REP. BOCCHINO, 150th DIST.; SEN. FRANTZ, 36th DIST.; REP. FLOREN, 149th DIST. The bill has been referred to the Finance, Revenue and Bonding Committee for review.

## Draft State Water Plan Released

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

The draft plan follows 10 priority policy recommendations:

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

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

## 2018 Legislative Session Issues

There are a number of additional issues that will be debated during the 2018 General Assembly session.

Connecticut added 7,700 jobs (0.5 percent) in 2017, a stark change to the previous year when the state lost 200 jobs. Connecticut has only recovered 76 percent of the jobs lost during the 2008-2010 recession – one of just a handful of states yet to reach full recovery. At 4.6 percent, the state's unemployment rate remains the highest in New England and a half a percentage point above the national average.

There are a number of key pro-business issue areas under consideration:

- **Sustainable State Spending and Tax Policy:** Legislators will look to stabilize long-term finances by reviewing the Commission on Fiscal Stability and Economic Growth recommendations that will seek to reform state pensions and collective bargaining; reject harmful tax hikes and expand budget reforms enacted in 2017; remove barriers blocking municipalities from sharing services and collaborating; implement Lean management efforts at major state agencies; expand the use of nonprofit health and human service providers; and explore other functions of state government to privatize.

- **Education and Workforce Development:** Increase apprenticeship programs and incentives for employers; strengthen training programs in correctional facilities to grow the state's manufacturing workforce; streamline teacher certification, and expand the number of alternative routes to certification; and develop a common framework for evaluating workforce development programs to ensure efficacy and alignment with the state's economic development goals.

- **Labor and Employment:** Benefit reforms to restore solvency to the state's Unemployment Trust Fund; ensure state wage and hour laws and regulations are more consistent with federal law; and allow employers to suspend without pay salaried workers who violate workplace violence or harassment policies, as they do now for non-salaried employees.

- **Energy:** Fight to ensure that any recommendations from the Governor's Committee on Climate Change and/or the new Comprehensive Energy Strategy don't increase the state's high energy costs; and keep directing incentives for energy efficiency and clean energy projects to private, market-based approaches to ensure the jobs provided are less reliant on ratepayer subsidies and less vulnerable to budget pressures.

- **Environment:** Work to expedite environmental permits required for business starts, expansion, or new product development; achieve the state's recycling goals by focusing on consumer education and behavior, with fewer burdens on manufacturers or retailers; and update Connecticut's haz-

ardous waste regulations to mirror federal rules.

- **Regulatory Reform:** Push to have state agencies provide penalty relief for first-time violations of laws or regulations that don't threaten human health or the environment; and work with businesses and state agencies to address the regulated community's priority concerns.

- **Transportation:** Dedicate and protect a sustainable, affordable transportation funding stream; and enlist the private sector to expedite planning and completion of priority projects.

### Gas Tax Hike, Tolls, New Fees

Connecticut's transportation infrastructure continues to be a major issue in the 2018 legislative session. Amid legislative calls for gasoline tax increases and House Democratic leaders pledging support for legislation authorizing tolls, Governor Dannel Malloy outlined his administration's plan to shore up the state's Special Transportation Fund.

Governor Malloy's transportation funding proposals include a gas tax hike, tolls, and fees on new tires. Malloy released his plan during a January 31 press conference at the Capitol, just weeks after postponing \$4.3 billion in transportation projects following reports the Special Transportation Fund (STF) was nearing insolvency.

He called for a seven-cent gas hike over four years, installing tolls beginning fiscal 2023, slapping a \$3 fee on every new tire sold, and accelerating by two years a plan dedicating 0.5 percent of the sales tax on new cars to the STF. Persistent legislative raids on the STF are a key factor behind the fund's pending insolvency. In addition, the state gas tax fails to generate enough revenue due to increased fuel efficiency of newer vehicles.

Persistent legislative raids are a key factor behind the Special Transportation Fund's pending insolvency. The gas tax was 39 cents a gallon until 1997, when lawmakers rolled it back to 25 cents. It has not increased since.

The fund's main revenue source is the gas tax. However, the state budget office estimated last year that the fund would be insolvent by 2022. That forced the need to find alternate funding sources.

### Tolling Proposals in the Mix

Voters will be asked in a November referendum to decide on a constitutional amendment prohibiting lawmakers using the STF for anything other than transportation purposes. As other states do, the system would photograph license plates of vehicles without a transponder and mail a bill to the registered owner.

A 2016 study by Malloy's Transportation Finance Panel that examined tolling options along several state roads and interstate highways, including:

- ❖ I-95 from Rhode Island to New York
- ❖ I-84 from New York to Hartford
- ❖ Connecticut River Bridges in the Hartford area
- ❖ Route 2 in East Hartford and Glastonbury and
- ❖ Wilbur Cross and Merritt Parkways.

*Continued on page 44...*



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The study discussed peak toll rates of 50 cents and off-peak of 25 cents. It cited a possible round-trip cost of \$6 from New Haven to New York during peak hours, and \$4.20 during off-peak, although the study considered several scenarios for pricing and toll locations.

### New Structural Reforms Commission

A new state commission (Commission on Fiscal Stability and Economic Growth) was charged by the State Legislature with developing and recommending policies to grow the economy and stabilize Connecticut's fiscal situation. The new commission is charged with recommending a set of specific recommendations for the General Assembly focusing on a number of key structural problems, including: taxes, state employee retiree pension and healthcare benefits, transportation funding, workforce development, population loss, and regionalization of municipal services. The recommendations are due by March 1, 2018, and will be presented as a bill for an up or down vote by the State Legislature.

The group, chaired by Webster Bank chairman and CEO Jim Smith and Bob Patricelli, the former CEO of Women's Health USA, has a deadline of less than three months. The commission has held a variety of meetings at various locations across the state to get public input. Chairman Patricelli

said the commission was unlikely to recommend reopening the State Employees Bargaining Agent Coalition agreement covering retiree pension and healthcare benefits. That agreement, renegotiated by the Malloy administration and narrowly approved by the legislature last year, now does not expire until 2027. "The question is, 'How do you fund it?'" Patricelli asked. "That's an area where we and labor could make some common cause."

The Commission features eight business leaders among its 11 members. At their first meeting, commission members heard from Governor Dannel Malloy, state budget director Ben Barnes, and Department of Transportation commissioner James Redeker. "This commission will serve to give the private sector a greater voice in strengthening our state's fiscal foundation," Governor Malloy said in a statement. "In particular, it is my hope that they specifically focus on efforts to fund our transportation system in a way that best makes the needed infrastructure investments."



P.J. Cimini

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

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**PRESIDENT’S COLUMN**

*Carwashing in New Jersey has been pleasant from Thanksgiving through January. The best I have seen in this time period for at least the past 15 years, in fact. It does not seem to matter whether you are a conveyor, self service or an inbay automatic site, you have been washing cars. Our customers are back and ready to get a clean car thanks to salt, sand and Mother Nature.*

*What is important for us as individual carwashers and as an industry is not to take this business for granted. Now that we are winning new customers and more frequent visits from regulars, we must earn their continued business by proving our value in their busy lives. That means delivering a clean, shiny car, on time, and as promised with great customer service.*

**An Eye on Labor**

*Looking to the future, we as operators need to look at trends in the industry and evolve our business to keep these new customers and be prepared for future wash volume peaks and changing conditions. One aspect of change likely will occur in the area of labor. Over the past few years, there has been a push for higher minimum wages. We now have, as of January; a new Governor, Phil Murphy, a Democrat replacing Republican Chris Christie. It seems likely that wages will go up. With national retail chains starting employees at \$11/hour, minimum wage is almost an anachronism. We have to pay the prevailing wage to get quality staff.*

*These continuing changes make it important that you the carwash operator look to your peers, communicate, benchmark and make plans to respond to changes. We as an association offer three important areas in which to do so. The first is through our local membership meetings. The second is through our annual bus tour, and the third is through the Northeast Regional Carwash Convention (NRCC) in Atlantic City, October 1-3. Certainly, another excellent resource is attending The Carwash Show in Las Vegas April 26-28.*

**Jump on the Bus!**

*Coming up in June, your association is putting together its annual Carwash Bus Tour. At our last board meeting we discussed several carwashes brimming with new ideas and innovation. This is a great event because you get to see working carwashes in action. Shows are great, but this tour has the real thing “carwashes” to touch and feel. I encourage everyone to spend the day at carwash that is not your own!*



Doug Rieck  
CWONJ President

**See a recap from  
our rescheduled  
Winter Membership  
Meeting with  
Chris Brown  
in our summer issue!**

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- Rich Boudakian
- Scott Freund
- Andrew Gurin
- Mario Mendoza
- Lou Rendemonti
- George Ribeiro
- Ori Cohen
- Dan Seidel
- Thad Santos

**PAST PRESIDENTS**

- |                   |                   |
|-------------------|-------------------|
| Ernest Beattie*   | David Bell        |
| Richard Boudakian | Ron Rollins       |
| Clyde Butcher*    | Frank A. Dimapoli |
| Marcel Dutiven    | Sam Kivins*       |
| Robert Laird      | Gerald E. Muscio  |
| Harry O’Kronick   | Burt Russell      |
| Jerry Salzer      | Dick Zodikoff     |
| Charlie Scatiero* | Lenny Wachs       |
| Doug Rieck        | Stuart Markowitz  |
| Jeff Gheysens     | Doug Karvelas     |
| Mike Prudente     | Gerry Barton      |
| Al Villani        | Mike Conte        |

\*deceased

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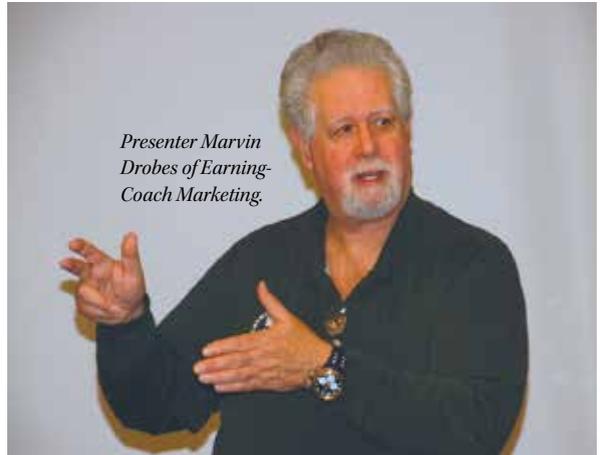
# Fall Meeting Features Drobos, Honors Wash Hounds

The Car Wash Operators of New Jersey (CWONJ) met Tuesday, November 14, at the APA Hotel Woodbridge in Metropark to hear noted social media expert Marvin Drobos. Drobos, a veteran of the industry spoke on how best to position your wash as a market leader by honing your marketing strategy with the use of social media. He shared his insights and initiated a lively discussion on the dos and don'ts.

Also at the meeting, outgoing President Mike Conte was presented with a plaque by incoming President Doug Rieck acknowledging his years of service to the industry and the board.

A meeting highlight was the awarding of the 2017 Carwash of the Year honor to Wash Hounds, formerly Prowash. Former Prowash owner and CWONJ Board Member Scott Freund, and Wash Hounds General Manager John Acosta, accepted the award. The honor is bestowed to a wash that exemplifies the qualities of an outstanding facility with its eye on exceptional customer service and a quality wash product.

Freund purchased the Prowash site in Union, an abandoned building, and opened a wash there in 1994. Twenty-three years later, it is still operating as a full-service facility with an oil change and detailing. According to Freund, when he first opened the wash he received an award from *American Clean Car magazine* (no longer publishing) as one of the Top 5 most beautiful washes in the country. Twenty-three years later, he and new owner Brad Levie, were honored again. ■



*Presenter Marvin Drobos of Earning Coach Marketing.*

*Outgoing CWONJ President Mike Conte.*



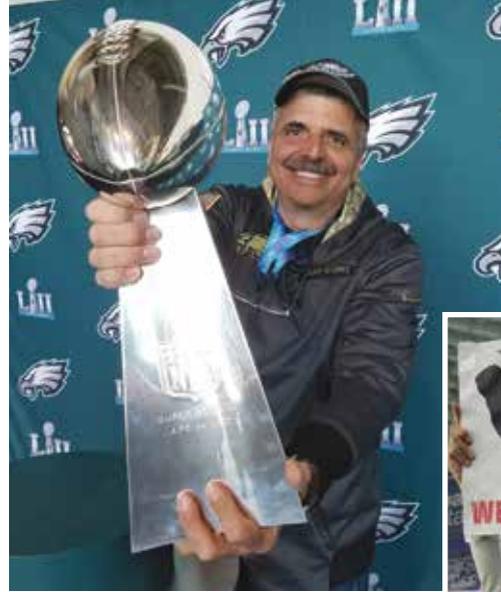
*Prowash founder and CWONJ board member Scott Freund and Prowash (now Wash Hounds) General Manager John Acosta.*



*Freund and Acosta proudly display the 2017 Carwash of the Year banner to hang at Wash Hounds.*

# Fly Eagles Fly!!!

Amin Khalifa of Auto Shine saw his wish come true when he was able to see, firsthand, his beloved Eagles win Super Bowl 52, 41 to 33 against the New England Patriots. His team has made three trips to the Super Bowl, but their only victory, to date, was on February 4, 2018. (We think he enjoyed the victory!) ■



*"I caught the Big Fish... How Sweet" said Amin Khalifa in a Facebook post!*



*Amin, Roe and Theresa Khalifa stand on Broad Street in Phila celebrating their beloved Eagles' Super Bowl victory!*



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# New Board Member Questionnaire

**Q. Name of new member and company/wash name(s)**

A. Daniel Saidel, Premier Car Wash, Metuchen, NJ

**Q. Number of years in business?**

A. Two years in carwash industry, 25 years managing other businesses.

**Q. Give us a little history of your background.**

A. After spending more than two decades in Corporate America, I decided it was time to become a local business owner and in 2016 I purchased my first carwash. Fortunately, I have found many parallels between my current carwash ownership experiences and a Marine Detail company I founded in my youth.

**Q. Why do you want to be a CWONJ board member?**

A. I would like to help the Board recruit more New Jersey carwash owners and help the association have a stronger voice with state officials on issues that directly impact our businesses such as workers' rights and minimum wage.

**Q. Why is it important to participate in a state carwash association?**

A. I've always been an active member in groups I've connected with. I also believe in learning through experience, in-

cluding those shared by others, as it can save time and money.

**Q. What is the main goal you hope to accomplish while serving on the board?**

A. I would like to create a positive and lasting legacy by assisting the CWONJ to have a greater following for events among current members, and to recruit new members to join and participate.

**Q. How was business in 2017?**

A. We were really pleased with our results. Thanks to Mother Nature, our suppliers and a great Premier Team.

**Q. Are you planning any major operating changes/renovations to your wash/business in 2018. If so, tell us about them?**

A. No major updates are planned.

**Q. What are your biggest concerns as an operator trying to be profitable in today's marketplace? What challenges do you face?**

A. It's always a challenge to pass cost increases through to the consumer. Adjusting pricing for labor increases coupled with supplier increases over the next 12-36 months will be a challenge for all operators. ■

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# Premier Focuses on Customer Service, Unlimited and Fleet Accounts, Detailing

By Alan M. Petrillo

Premier Car Wash at 175 Essex Ave. in Metuchen, NJ, is a full-service carwash and detailing shop that its owner, Dan Saidel, has made into a business that focuses on customer service, an unlimited wash program, fleet accounts and quality detailing services.

Saidel bought Premier Car Wash

two years ago, after a two-year search of carwash operations that were for sale in New Jersey.

"I previously ran a company in the apparel business," Saidel said. "My day consisted of meeting after meeting until 6 pm, so I would get my work done by coming in at 5 am and leaving

around 11 pm. I also traveled quite a bit, and made a life choice to purchase a local business, be closer to home, and more entrepreneurial."

Saidel said very soon after he bought Premier Car Wash, his current manager, Anderson Gauthier, came on board and the two of them began to mold the carwash and detailing operations into the successful business it has now become.

"We started our unlimited membership over a year ago, and offer it for both our full-service and exterior-only washes," Saidel said. "Our basic exterior unlimited is \$19.99 plus tax monthly, and our full service platinum unlimited is \$49.99 plus tax monthly. If a basic exterior unlimited member wants to upgrade to the full-service wash, he'll pay an additional \$4, which is the difference between an exterior and full-service wash."

Saidel said that he believes the unlimited program has made a change in many of his customers' carwashing habits. "It keeps the customers loyal to Premier and brings them in more frequently, and often for added services," he noted.

Premier has three levels of wash services. Its Silver plan is \$13.99 for full service and \$8.99 for exterior only and includes the wash, wheel cleaner, towel dry, compressed air dry, dashboard wipe, machine clean mats and vacuum.

Gold services are \$19.99 for full service and \$14.99 for exterior only, and include Silver services plus an undercarriage wash, triple foam, rust inhibitor, sealer wax and wheel brightener.

Premier's Platinum services are priced at \$25.99 for full service and \$17.99 for exterior only and include Gold service plus hot Carnauba wax, clear-coat, Rain-X, air freshener, tire dressing, and power washed rubber mats.

Detailing starts at \$185 for full service, \$100 for interior service, \$100 for exterior service, \$30.99 for express interior, \$30.99 for express carpet shampoo, and \$39.99 for express seat shampoo.

Saidel pointed out that Premier

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Car Wash offers a 25 percent discount to all First Responders and military personnel. Premier gives Veterans his free car-washes on Memorial Day and Veteran's Day, he added.

Premier has a municipal fleet services contract with the township of Edison, he noted, where it washes all the municipality's police, EMS (emergency medical services), road department and other town vehicles. Premier also has relationships with the town of Metuchen and the township of Highland Park.

"It's great to have a highly visible element in your car-wash on a regular basis," Saidel said. "Having those marked law enforcement and town vehicles, as well as all those uniforms in the facility, helps us be a safer place."

### Eye on the Minimum Wage

Saidel has some concerns about efforts to raise the minimum wage in New Jersey, and the effect such a move would have on his business.

"We currently have 15 full-time and part-time employees, and wash more than 100,000 vehicles a year," he said. "The minimum wage today is \$8.60 an hour, and there is talk of raising it to \$15 an hour. We'll have to see how we would respond to that because adjustments to the minimum wage would directly impact our wage packages."

Premier's response, he added, "could be to manage our personnel better, or even to pass the increase along to the consumer. Increasing the minimum wage has become a political hot button issue," he said. ■

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



*Premier does a great deal of fleet washing and detailing services in addition to focusing on providing exceptional customer service.*



*Premier Car Wash in Metuchen, NJ, features a full-serve tunnel and detailing operation.*



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540/436-9122 • asm@shentel.net  
LinkedIn and Twitter @hrashley

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Matt Bascom                      Anthony Schifflert  
Sean Larkin

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

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

**PRESIDENT’S COLUMN**

*Think back to January, just a couple of months ago. It was the absolute best January EVER! In the DC area, we had a little snow and a whole lot of salt. The weather was bitter cold and then crazy mild. If you don't think something is going on with the weather, think again. When the Polar Vortex is pushed off its axis and dips down, somebody gets a blast of really cold air. What causes it to dip? A hot spot in the Pacific Ocean exerts pressure on the arctic air and causes it to move. In other words, our cold snap is caused by somebody else's hot flash.*

*Our last meeting was in Annapolis on November 15 at the Old Stein Inn. Our speaker was John Stengel, from JSCM in Charlotte, NC. Cyber crime is a threat to us all. How we protect ourselves is a challenge. Clearly, we need help and these guys know their stuff. They spoke at the 2017 NRCC and I hope they speak at the 2018 event as well.*

*Much thanks to the folks at Whip Clean, the Car Wash on Crain Highway in Bowie, MD, and Mister Car Wash on Solomon's Island Road in Edgewater, MD. These are two fine washes and we wish them the best of luck and much success in the coming years.*

*This spring we have two meetings planned that will be a lot of fun. On April 11, we return to the Old Dominion Raceway, near Fredericksburg, VA. Last year's get together was so successful we just had to do it again. Race in go-karts on the track, great food, and talk about washing cars. What more could you ask for? On May 23, we are taking a cruise from Wilmington, DE. We board the ship at 5:30 pm, so don't be late!*

*In 2017, we passed \$50,000 in contributions to the Chesapeake Bay Foundation (cbf.org). I'd like to share a social media "thank you" from CBF to*



*you all. And, I'd like to add my own thanks to current Chairman Matt Bascom and the first chairman, Dan Callahan, two great carwash operators with a lot of heart.*



*I look forward to seeing you in Fredericksburg and Wilmington.*

*Dave DuGoff*

Dave DuGoff  
MCA President



Mike Ashley

# Ashley Named Citizen of the Year!

Mid-Atlantic Carwash Association (MCA) Past President Mike Ashley can add one more honor to his list of accomplishments – Shenandoah County Chamber of Commerce’s Citizen of the Year! Ashley, owner and director of Commonwealth Investigation Services and Virginia Carwash Industries, was awarded for his ongoing volunteer work, as well as the number and passion of the nominations he received, according to a writeup in *The Northern Virginia Daily*. Sporting a tux and having just walked

the red carpet, Ashley said, “I encourage everybody to volunteer and get active because that’s what we need. That’s what makes this world go around.

“In Shenandoah County, we’ve been famous for that all of our lives. A lot of us out there put in a lot of time, and always have.”

The presentation took place at the Woodstock Community Theatre Jan. 16.

Ashley and his wife Heather also sit on the Northeast Regional Carwash Convention Board of Directors. ■



## A Wrench in One Hand, Your Customers in the Other

By Dave DuGoff

For many self-serve and in-bay automatic (IBA) carwashers, we think about the mechanics of the wash first. And, since there is always something to fix, our days are filled with a wrench in one hand. As a result, I find that I’m not always tuned into the customer-service part of my job. We all want the customer to have an excellent experience and want to return, but delivering an excellent experience is harder than it looks.

My son, Ben, joined the business last year after 20 years in an industry where customer service was his first priority. Naturally, he sees things that I do not. We had an interesting revelation recently that our readers may find useful. There are times, more than I care to admit, when things don’t go right, or the customer simply isn’t satisfied. What do you do? Do you try to satisfy the customer and re-wash the car or give them a refund? Our credit card processing system gives us an option, we can issue a “refund” or “void” the transaction if it’s on the same business day. Usually, I issue a void – but that’s not really the best thing for the customer’s experience.

The banks, in their infinite wisdom, can process a credit card charge immediately. It shows up on the customer’s ac-

tivity within seconds. However, a credit, whether a refund or a void, can take several banking days to show up. I have no idea why that is the case, but it is.

Recently, a fellow came in and mentioned that I had promised a refund, but he never saw it. He was checking his credit card activity for several days and the charge was still there. So, I looked up the transaction in question on my phone and showed him that I had “voided” the transaction. He looked up his credit card activity and couldn’t find the transaction. Even though he couldn’t find anything, he still had a bitter taste of that experience, and wouldn’t let it go. Explaining to a customer that the “void” made the whole transaction disappear is confusing. The better strategy is to issue a “refund,” so that the customer has a clear record of the charge and the refund, a plus and a minus. This way, the customer can close the book on the incident and will feel like we took care of them. In any respect, we always need to see things from a customer’s perspective and continually try to exceed their expectations. ■

*Dave DuGoff is the President of the Mid-Atlantic Carwash Association. He operates College Park Car Wash in College Park, MD.*

### UPCOMING MEETINGS

**APRIL 11**

**Dominion Raceway**  
**6501 Dominion Raceway**  
**Woodford Road, Woodford, VA**  
**3PM Carwash Tour**  
**6PM Reception**  
**7PM Dinner & Program**

**MAY 23**

**Riverboat Queen Dinner Cruise**  
**Wilmington Waterfront**  
**Wilmington, DE**  
**5:30PM Boarding**

**JUNE 2**

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# Fall Meeting Topic: Cyber Security

On November 15, 2017, cyber security experts Adam Slater and John Stengel from JSCM in Charlotte, NC, spoke on the threat at your wash and how to protect yourself and your customer's data at the Old Stein Inn in Annapolis.

Prior to the meeting attendees toured Whip Clean, the Car Wash on Crain Highway in Bowie, MD, and Mr. Car Wash on Solomon's Island Road in Edgewater, MD. ■



*Unitec's Pam Piro and Washtech's Cory Templeman and Bob Heid.*



*Mister Car Wash in Edgewater, MD, was a tour stop.*



*John Forest at Whip Clean Car Wash.*



*Whip Clean - The Car Wash in Bowie, MD, was also a featured wash stop.*



*Adam Slater and John Stengel of JSCM Group.*





## PRESIDENT'S COLUMN

*As I write this in January, we just experienced frigid weather that has not been seen in 100 years. However, with the cold came the perfect conditions for washing salty, white cars. The winter was off to a great start; let's hope that at the time we are reading this we have had a banner 1st quarter.*

*With the New Year comes new Board members. I would like to thank Matt Unger of Atlas High Purity Solutions and Ken Calabro of Haffner's Car Care Corporation for their willingness to serve the New England Carwash Association (NECA) and work for the betterment of our Association and industry.*

*This is a good time to re-evaluate the importance of participating in the industry and Association that provides you with so much. Owners and managers should be encouraged to engage in an active way. For some members, that means attending meetings for the advantage of speaking with other experienced and knowledgeable carwashing professionals. For some, it means contacting the NECA with suggestions, or sharing their expertise by writing or speaking. For others, it means working on a project or program, even for an hour. Whichever way works for you, and all employees of member companies are invited to participate. Your input is invaluable. In 1908, President Roosevelt said, "Every man owes part of his time and money to the business or industry in which he is engaged. No man has the moral right to withhold his support from an organization that is striving to improve conditions within his sphere."*

*So please get involved!*

*Our forward-thinking Board works to address concerns and trends important to you. A case in point was the January meeting addressing the implications of semi-autonomous and self-driving cars, and how they may affect our industry. We've published a presentation summary in this issue to share the valuable information provided by our panel. Assembling the expert panel itself is a great example of the Board's commitment to our members and the industry. But, it is important to remember that NECA is your Association, and we welcome greater member involvement and input at any level. We can do even more with your help.*

*A new program that came from member involvement is a collaborative effort to create workshops with our supplier members. In early December, Harrell's Car Wash Systems (formerly New England Car Wash Equipment) and the NECA put together a forum of about 30 carwashers for an in-depth conversation on a variety of topics: self-loading tunnels, chemical monitoring technology, free vacs (do they/are they working?) and industry consolidation. It was incredibly informative and because it was such a small group, the conversation was very interactive. The networking was unbelievable. The best part? It was completely free.*

*We are discussing our next workshop with other suppliers. If you are a supplier and would like to collaborate on presenting a workshop, please contact the NECA office.*

*On May 15, we are going west! Our annual bus tour and Table Top Show*

*Continued on page 61 ...*

## OFFICERS

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617/678-8881 munger@atlaswater.com

## ASSOCIATION OFFICES

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591 North Avenue, Suite 3-2, Wakefield, MA 01880-1617  
781/245-7400 fax: 781/245-6487  
info@newenglandcarwash.org www.newenglandcarwash.org

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

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

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<b>Registration and payment received</b>	<b>by April 24, 2018</b>	<b>after April 24, 2018</b>
<b>NECA Members **</b>	<b>\$250.00</b>	<b>\$300.00</b>
<b>Non-Members</b>	<b>\$300.00</b>	<b>\$350.00</b>

**\*\*2018 membership must be paid in full before or with your registration to qualify for the member rate.**

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

**RESERVE AN ADDITIONAL TABLE** \$50 off full price Maximum of one extra table per exhibitor. If available, additional tables may be released after April 30<sup>th</sup>.

**QUESTIONS?** 781/245-7400  
 info@newenglandcarwash.org

**Looking for greater visibility?**  
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**THREE EASY WAYS TO REGISTER**

1. EASIEST! REGISTER ON OUR WEB SITE [www.newenglandcarwash.org](http://www.newenglandcarwash.org) OR
  2. Complete this form and fax with credit card information to 781/245-6487 OR
  3. Complete this form & mail with a check payable to NECA c/o The Association Advantage 591 North Ave., Ste. 3-2 Wakefield, MA 01880
- NOTE: Please remit payment by April 30, 2018  
 If your registration payment is not received, your table may be released to another exhibitor.

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

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

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

CONTACT PERSON \_\_\_\_\_ JOB TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_ WEB SITE \_\_\_\_\_

E-MAIL \_\_\_\_\_ ITEMS TO RAFFLE \_\_\_\_\_

COMPANY REPS FOR SHOW 1. \_\_\_\_\_ 2. \_\_\_\_\_

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

NECA WILL ASSIGN TABLES ON A FIRST COME, FIRST SERVE BASIS. WE WILL TRY OUR BEST TO HONOR YOUR PREFERENCES SO PLEASE BE SPECIFIC.

WE WOULD LIKE TO BE NEXT TO \_\_\_\_\_ WE PREFER TO BE AWAY FROM \_\_\_\_\_

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

EXTRA DINNERS: # \_\_\_\_\_ OF MEMBERS AT \$25PP # \_\_\_\_\_ OF NONMEMBERS AT \$35PP NAMES \_\_\_\_\_

TOTAL FOR TABLES \$ \_\_\_\_\_ TOTAL FOR EXTRA DINNERS \$ \_\_\_\_\_ TOTAL \$ \_\_\_\_\_

ENCLOSE A CHECK OR CHARGE TO  MC  VISA  AMEX  DISCOVER # \_\_\_\_\_ EXPIRATION \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

NAME ON CARD \_\_\_\_\_ BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ IF DIFFERENT THAN ABOVE

# To Catch a Thief: We Certainly Accomplish More Together!

By Paul Vercollone

Several months ago, about a dozen carwash operators in Massachu-

setts and New Hampshire were burglarized, and the perpetrators broke

into our in-bay automatic cash acceptors. This was happening once or twice a week for months. The thieves seemed to have some knowledge of these machines or they were very smart, as they were able to get the money quickly without setting off any alarms.

Unfortunately, they not only stole the cash but the damage they caused to the units was much more of a loss. Not too long ago, about 2 am at an ATM machine in Marshfield, a woman who lived close by saw a man breaking into an ATM. She immediately called the Marshfield Police. When the police arrived, the thief ran into the wooded area behind the store. That's when the police called Officer Robert Reidy along with his tracking dog, Beny.

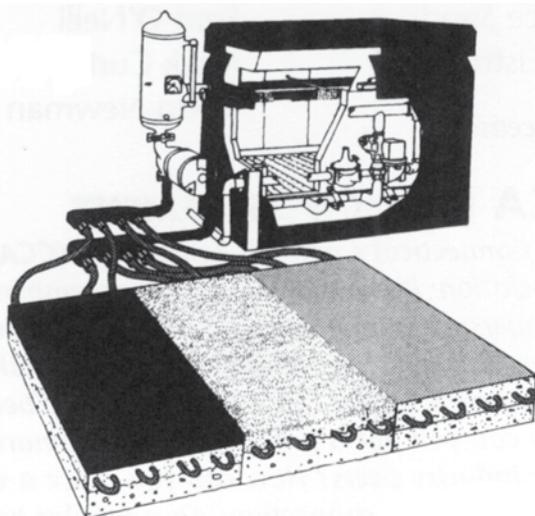
Officer Reidy and Beny are part of a K9 in-service and SWAT Team. They trained in patrol work and in narcotics, tracking criminals, missing children, those who have wandered off, and evidence recovery. They are also part off METROLEC, a Regional SWAT Tactical Response



Officer Robert Reidy and his tracking dog Beny.



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team that responds to Barricaded Subjects all across the Boston Region which included the Marathon bombings.

Officer Reidy and Beny spent approximately two hours searching the woods and marsh before finding the thief hiding under some brush. Along with burglary tools, they found evidence tying him to all the carwash break-ins as well. They arrested him, went to court and he was found guilty. With this thief in jail, we are now able to run our carwashes without worry of constant theft.

We have since learned that the Marshfield Police Department needs to raise several thousand dollars a year to keep Beny, as the Town does not provide funding for him. So we, NECA members and proprietors of the carwashes that were vandalized, have donated \$2,000 for Beny's support. Working together we can accomplish a great deal. ■

*Paul Vercollone operates Briteway Carwash in Duxbury, MA. He is a NECA Past President.*

## WELCOME NEW MEMBERS

### Kingston Car Wash

Kingston, MA  
 contact: Michael Cocomazzi  
 781/589-5309 michaelcoco49@aol.com  
 full serve, self serve

### Royal Car Wash

Winthrop, ME  
 contact: Kevin Galiardi  
 207/650-6065 kevin.galiardi@gmail.com  
 www.royalcarwash.net  
 self serve, detailing, in-bay automatic

### Scrub Free Car Wash

Hampton, NH  
 contact: Colleen & Sean Roaf  
 603/926-6913 colleenintuneauto@comcast.net  
 www.scrubfreecarwash.net  
 in-bay automatic

### Wheel-eez (Cork Industries)

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## TREASURER'S REPORT

New England Carwash Association, Inc.

January - December 2017



<b>Income</b>	
Interest Income.....	\$1,808.17
Meetings.....	\$49,131.12
Member Services.....	\$3,792.47
Membership.....	\$29,600.00
NRCC.....	\$45,520.00
Scholarship.....	\$3,600.00
<b>Total Income.....</b>	<b>\$133,451.76</b>
<b>Expenses</b>	
Advertising and Promotions.....	\$-
Board Expenses.....	\$3,210.78
Charitable Contribution*	
Insurance.....	\$1,804.00
Management Services.....	\$42,923.69
Meetings.....	\$34,527.38
Member Services.....	\$1,499.04
Membership.....	\$1,008.85
Office Expense.....	\$4,044.75
Professional Expense.....	\$2,425.00
Scholarship.....	\$4,082.14
Tax.....	\$101.70
Other.....	\$18.50
<b>Total Expenses.....</b>	<b>\$95,645.83</b>
<b>Net Income.....</b>	<b>\$37,805.93</b>
<b>Cash B-ces</b>	
Citizen's Bank Savings.....	\$89,141.09
Citizens Checking.....	\$69,635.64
EverBank CDs.....	\$103,142.31
<b>Total Checking / Savings.....</b>	<b>\$261,919.04</b>
* \$5400 donated to NEADS in early 2018 from NECA 2017 Golf Outing	

## NECA President's Column ... continued from page 58

*will be taking us to Grogan Center at College of the Holy Cross in Worcester. From there we head out to Springfield. This is something you won't want to miss. We will be visiting a ground-up location and other carwashes featuring the latest and greatest the industry has to offer. After that, you will attend the Table Top Show where you will be able to network with our local suppliers and carwash owners and managers. I encourage everyone to register early because it sells out every year, and this will be no exception! Visit the NECA website 24/7 to register at newenglandcarwash.org*

*Keep in mind, our Association can do things we can't do on our own, and the NECA works hard for the benefit of all.*



*Dom Previte III  
 New England Carwash Association  
 President*

# Understanding Basic Water Chemistry in the Wash



By Matthew Unger

Have you ever wondered why your soap is not foaming, your cars are not coming out clean or why nozzles seem to clog excessively? In my opinion, it's not your soap vendor, lack of rinse water used, or the quality of your nozzles, it's all about the water. Every carwash operation should understand the basic water chemistry that is occurring in his/her wash. Understanding these important principles will yield a cleaner car.

The soaps that are typically used are basic or acidic. These soaps function differently to remove different sorts of contamination. Acidic soaps with a pH less than 7 do an excellent job in dissolving and removing mineral based and inorganic contamination, such as road salts made up of calcium, magnesium and iron. Basic soaps with a pH greater than 7 do an excellent job at removing organic contamination such as bird droppings and dirt and oil grime.

So, that's a little basic soap chemistry, but what does this have to do with wash water? The simple answer is that the soaps you are using are mixed with 95-99 percent water to

make up the solutions that are being applied to the vehicle. The chemical feed pump is only adding a small injection of soap to a vast amount of water. This means that the water you are using can either greatly interfere or assist in the desired results you are looking to achieve. It is often necessary when the water interferes with the chemistry of your soaps to increase the amount of soap used to overcome these interferences. In circumstances where the water is correctly balanced, it is often only necessary to use the minimum manufacturer's recommended soap dosage. You should always consult your manufacturer or distributor for the best ratio.

Unfortunately, water quality varies depending on a carwash's source of water from season to season and month to month. Sources of water can include wells, city water/municipal sources and even your own reclaim system. You might think that your city water is always the same, but the truth is that most cities and towns change their water sources multiple times per year, and will use different treatments based on the source and season. Some cities like Brockton,

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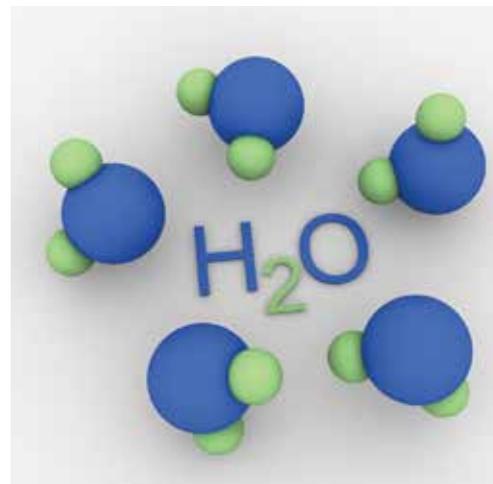
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PROFESSIONAL CAR CARE PRODUCTS

MA, who receive some of their water from Aquaria (a Reverse Osmosis Desalination Plant treating brackish water out of the Taunton River) will most likely have fairly consistent water. Unless Brockton has decided one month to pull water from one of its multiple surface water sources such as Silver Lake or Furnace Pond in Pembroke, MA, or Monponsett Pond in Halifax, MA. Brockton, like most towns and cities, has multiple sources to supply an ever-constant flow of water.

You may be thinking, "I have a single well at my wash, so my water is fairly consistent ... right?" Yes, you are probably correct. However, even wells can experience seasonal changes in quality. With wells, the water flowing underground can change direction, or during droughts can run low thus bringing in new contamination. Your reclaimed water is almost never the same either, and, in fact, will probably be its most concentrated during the winter months when it loads up on road salts brought in by (we hope) a never-ending flow of cars. It's important that you monitor your reclaim water to not allow it to get too concentrated. This water can become brackish or even saline and salty, like the

Atlantic Ocean, which brings me to a final question. Does salt dissolved in water still negatively affect cars? Stay tuned for a synopsis on this topic in our summer issue, and learn about proven technologies to stabilize your water fluctuations. Remember, clean water makes clean cars. ■

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



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*“Look Mom. No Hands!”*

# Autonomous Vehicles Featured Topic At NECA Winter Dinner & Program

The New England Carwash Association’s (NECA) January 16 Winter Dinner & Program at the Hilton in Dedham delved into the topic of autonomous vehicles featuring a panel of industry leaders. James Sproul, founder and Managing Director of The Sproul Company in Boston, who sits on the board of the Association for Unmanned Vehicle Systems’ (AUVS) New England Chapter, was a panelist. He was involved with the launch of the first autonomous vehicle summit in the Boston market, and more events spotlighting emerging vehicle technology are planned. For upcoming events, visit [AUVSINewEngland.org/events](http://AUVSINewEngland.org/events)

During his presentation, Sproul reviewed the 5 Levels of Automation:

- Level 1, driver assistance (widely available now),
- Level 2, partial automation (more features are available and being introduced in new models all the time),
- Level 3, conditional automation during which the passenger can take over command (already available),
- Level 4, high automation (already available in select vehicles) and
- Level 5, full automation.

He explained that the technology uses existing GPS technology combined with sensory cameras, but noted that few

states have developed and passed the legislation necessary before fully autonomous vehicles can be widely used. Massachusetts has pending legislation, and Boston is a leader, but this is the only New England state to have begun the process. Boston’s focus is on safety, reliability and equity (access). Sproul advised the audience to get in sync at the legislative level (ex. through Massachusetts Department of Transportation (MA DOT) and to develop partnerships with suppliers and software developers.

Rebekah Faria, Business Development Manager for GM Fleet and Commercial in Stoughton, provided a manufacturer’s perspective. GM’s vision is for a future with zero crashes, emission and congestion. She noted that GM is currently focusing on active safety features, both already available and for the future, with the goal of self-driving cars reducing accidents due to human error, and potentially saving 1.25 million lives. GM has set a goal to have mass production of fully autonomous vehicles by 2019, and an all-electric fleet by 2026.

Faria described the many features already offered and in development to fulfill GM’s vision. She noted two categories, alerts (vibration, audible or light) and braking, creating a veritable alphabet soup of features. Alerts include: FCA, front end collision; FDI, following distance indicator; LCA, lane change with side blind spot and LKA, lane change assist. Braking includes: ACC, adaptive cruise control; FAB, forward automatic braking; IBA, intelligent brake assist and FPB, front pedestrian braking. Many of these features exist on newer model vehicles.



---

*(L to R top row)  
Eric Wulf, Mat Paisner  
(L to R bottom row)  
Kris Carter, Rebekah Faria, James Sproul*

---



Kris Carter, a representative of the City of Boston's Mayor's Office of New Urban Mechanics, discussed the initiatives currently being implemented as well as what has happened in the past two years. The City has similar goals of safety (reduce collisions, save lives), reliability (make travel more predictable in this very changeable climate), and access (inter-connected neighborhoods, access for all, enhanced mobility for seniors and youth). The Mayor has issued an executive order to create a fleet of autonomous vehicles that are electric and promote ride sharing.

Several companies are already testing autonomous, electric vehicles in South Boston's waterfront district. Through their testing, they have identified several unique conditions to address: Boston drivers, its weather, double buses with flex in the middle and seagulls! Carter noted that the City would like to encourage ride sharing and less vehicle ownership which will both reduce congestion and the demand for parking.

Carter pointed out that there is a moral aspect to the concept of autonomous vehicles and the integration of artificial intelligence. Does the car, perceiving a barrier, but does not realize it's human, act (to put it bluntly) to kill the pedestrian or the person in the vehicle? Check out [moralmachine.mit.edu](http://moralmachine.mit.edu)

Our final speaker was International Carwash Association (ICA) Executive Director Eric Wulf. He reviewed some vehicle ownership and driving trends indicating that the industry needs to be fully prepared by 2051 for fewer cars and drivers on the road. The more immediate challenge to the industry (full and flex) are problems and damage reports relative to new technology: 61.2 percent transmission; 39 percent stop/start systems;

37.8 percent collision avoidance systems; 37.8 percent keyless entry. ICA has been reporting this data to the automotive community to raise awareness and reach manufacturers. Eric noted a two-prong solution to many of these problems is educating drivers and carwash operators, and installing simplified buttons in vehicle design to disengage systems at risk.

The ICA has hired a research firm, Schwartz Advisors to collect and maintain data. To date, they have information on 17 makes and 115 models, most information derived from owners' manuals. You can view this information at [www.carwash.org/vehicle-portal](http://www.carwash.org/vehicle-portal)

The end of the program drew questions from the audience including:

- What autonomous technology is already in use by the military?
- What are the demographics to whom autonomous vehicles will appeal?
- What will happen to car lovers?
- Has the pace of technology already outstripped our ability to learn about it?
- What is being done in the area of cyber security to protect cars, drivers and the public?
- What common sense features (ex. to reduce distracted driving, prevent alcohol related accidents) are being introduced?
- And will all vehicles be self-driving and shared in the future? On this question, the panel was split. ■



## Table Top Show Tuesday, May 15, 2018 Hogan Center at Holy Cross College Worcester, MA

Tour departs at 11 a.m. ~ Show doors open at 5 p.m.

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# Are You a Leader?

## But, what's in it for me?

Once on the Board, you have a team of professionals with whom you can share ideas and learn. In the board's extremely forthcoming body, everyone shares their expertise, resulting in many professional and personal friendships. The NECA Board encourages this by holding its meetings in venues where, after Board business is conducted, Board members (and our very active past presidents) can enjoy dinner together and continue their conversations.

An additional benefit: You will learn, first hand, about the essentials of non-profit governance which can prepare you for serving on other boards of directors.

## I'm interested. What can I do now?

Contact NECA's Immediate Past President, Dave Ellard, President Dom Previte or Executive Director Sherri Oken about how you can become more involved and potentially join NECA's leadership team. There are so many opportunities, ranging from just an hour to helping plan a program to having a seat on the Board. You can link to their email through the NECA website [www.newenglandcarwash.org](http://www.newenglandcarwash.org). Click on the "About Us" tab and scroll down to "Board of Directors." ■

It's the time of year when the New England Carwash Association (NECA) Board begins to discuss leadership succession. It may seem early to talk about potential leadership for 2019 but in actuality, leadership planning is an ongoing process. The board is always looking for fresh perspectives and energy, and people willing to make a commitment.

## Why do members choose to serve?

NECA has a strategically-focused Board so when on the Board, you have a voice in determining the direction of the association, and by extension, the industry. Your ideas and opinions really matter. Each Board member, no matter the size of their company, gets one vote.

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# \$1,000 Scholarships



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

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

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

NECA will notify applicants by mail on or before June 12, 2018.

**For more information and a scholarship application,  
please contact NECA at 781/245-7400 or  
[info@newenglandcarwash.org](mailto:info@newenglandcarwash.org)**



**PRESIDENT’S COLUMN**

*Small businesses in New York State have been under attack by continued pressure from the Department of Labor (DOL) and the Governor’s office. The DOL’s “Predictive Scheduling,” more commonly known as “Call-In/Call-Out,” are the latest in a series of regulations that will have a staggering effect on small business (you can find a complete explanation of the regulations, and their impact on the carwash industry, on our website at nyscwa.com. Many small businesses are just now feeling the impact of the increased minimum wage, and no one truly knows the financial impact of The Family and Medical Leave Act and just recently the Governor’s office released their plans to end the tip wage credit.*

*The New York State Car Wash Association (NYSCWA) board and several operators from across the state have taken up the mission of speaking out against these regulations and speaking up for common sense regulations.*

*The NYSCWA board has been working closely with our lobbyist, Bill Crowell of Cozen O’Connor, to mount a strategy to counter the Department of Labor’s efforts. We were successful in efforts to have the Regulatory Review Committee hold a hearing about the impact of this regulation. Tom Hoffman, Jr. (CEO of Hoffman Car Wash) and Ron Benderson (CEO of Delta Sonic Car Washes) testified on behalf of their own operations, but also for the industry as a whole, providing some of the most enlightening and powerful testimony to the committee about the negative effects this regulation will have on the industry. Hoffman said, “This regulation is a job killer.” In a time when the upstate economy is struggling, these regulations will force operators to automate and ultimately reduce the number of employees.” Ron Benderson outlined his company’s plans for expansion and stated, “If these regulations pass we will go from a plan of increasing our workforce by 1500 to reducing by that number, and we will have to reconsider expansion in New York State.”*

*Some of the most powerful information was provided to the committee from letters written by Delta Sonic employees who oppose the Department of Labor regulations, and outline the negative impact these regulations will have on their lives. You can review the committee hearing from a link on our website.*

*The NYSCWA, as a member of The Business Council of New York State, Inc. and has been meeting with Legislators to gain support for our concerns regarding these regulations. Senator Rich Funke, R-District 55 in Monroe and Ontario counties, wrote a powerful letter on behalf of and in support of the NYSCWA and our opposition to this regulation. The letter gained support from several other Senators who signed onto the letter (to read the letter please visit nyscwa.com).*

*On behalf of the NYSCWA I would like to thank Tom Hoffman, Jr. and Ron Slone (Hoffman Car Wash), Ron and Brett Benderson (Delta Sonic Car Wash), Mark and Chris Kubarek (K&S Car Wash), NYSCWA Vice President Steve Weekes, Jeff Gold (Buchman’s Car Wash) and our Lobbyist Bill Crowell for their support and efforts on behalf of the NYSCWA and all operators across the state. These members have stepped up and gone above and beyond to support our industry and your carwash.*

*But the NYSCWA still needs your help! We need carwash operators who are not yet members to join the association (nyscwa.com), and those who*

*Continued on next page ...*

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# Brehaut Leaves Carwashing to Establish Mobile Detailing Business



By Alan M. Petrillo

Robert Brehaut, the former operating partner and general manager of Minute Car Wash in Newburgh, NY, has left that business and opened a mobile detailing business, Detail Pros, in the same city.

Regarding why Brehaut made the switch, he said that “Detailing always has been my passion, and I wanted to focus much more on that end of the business. After I left the carwash, I started working with a partner in a mobile detailing business, but that didn’t work out, so I started Detail Pros on my own.”

Brehaut said that mobile detailing customers are concerned with convenience over speed of service or price.

“Clients like the luxury of having their car detailed at their own home instead of bringing it to a carwash detailing center,” he pointed out. “Convenience is a big thing for many of my customers.”

Detail Pros charges \$35 for a basic detailing that includes a wash, wax, window cleaning and vacuuming. Prices escalate depending on the services provided, Brehaut noted, up to \$500 for high-end vehicles that get full paint correction and ceramic coating. If his detailing takes him farther than a 40-mile radius out of Newburg, Brehaut said he then adds \$1 a mile to his regular prices.

Detail Pros has three car dealership accounts, as well as detailing accounts with body shops in Newburg. “I usually run six employees, two full-time detailers and one part time detailer, as well as three full-time detailers at the auto dealerships,” Brehaut said. “At the dealerships, my guys have their own chemicals and equipment, and do new car prep and the detailing of used vehicles.”

Brehaut said that clients are often surprised that his detailers bring their own water in a gravity feed tank on the back of a Dodge Ram 1500. “When I’m doing retail detailing, I want to make sure the quality is there for my customers,” he pointed out. “Detail Pros has a five star rating on Facebook, where 80 percent of our business comes from. Detailing is labor intensive, but at the end of the day, if you don’t mind working hard, it’s very satisfying”

He continued, “If you want to achieve a goal, you have to go out there and put in the time. And as long as you are competitively priced and the margins are there, you’ll make money.”

When Brehaut finishes detailing a vehicle, he leaves a window hanger in the car that gives a list of other services Detail Pros offers, such as headlight restoration, vinyl wrapping, dent removal, wheel repair and odor removal.

“We subcontract those services out,” he noted, “but offering them as options makes us different from other mobile detailing services.”

## A Spring Expansion

Detail Pros is expanding in the spring, Brehaut said.

“We will be detailing boats for a local marina on the Hudson River,” he said. “When the marina takes the winter shrink wrapping off their boats, the owners want the boats washed and cleaned, so there’s a lot of opportunity for us there.”

Brehaut hasn’t closed the door on the potential for getting back into carwashing in the future, however.

“I still love carwashing, and especially the camaraderie in a wash,” he said. “If I had the opportunity to buy my own carwash in the future, I certainly would consider doing it.” ■

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

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## Hats Off to the Weathermen!!!

A huge shout out to Capital District (CBS 6) Meteorologists Steve LaPointe and Craig Adams for each announcing to their viewers that it would be perfect weather to get a car wash on one of our sunny January days! ■

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## NECA President's Column ... continued

*are members to step up and support our efforts to prevent these regulations, and others like them, that have a negative impact on our industry. Please consider joining and/or making a donation to our PAC (Political Action Committee) and help us fight for a common sense approach to these types of regulations. Visit our website [nyscwa.com](http://nyscwa.com) for information on these regulations, what you can do and how you can join the NYSCWA and donate to our PAC. We are fighting on your behalf, but we need your help too.*



Walter Hartl  
NYSCWA President

# Association Tackles Proposed DOL Call-In Regs

November 22, 2017, the New York State Department of Labor (DOL) issued new regulations relating to the scheduling of employees, which if implemented, will create a significant burden to operators across the state (Call-In/On-Call Scheduling).

On January 4, 2018, Ron Benderson of Delta Sonic in Buffalo and Tom Hoffman of Hoffman Car Wash in Albany spoke at a hearing called by The Senate Commerce, Economic Development and Small Business Committee. The hearing was led by Chair Phil Boyle and Senators Chris Jacobs, Cathy Young, Tim Kennedy, Jim Tedisco, Fred Akshar,

Rich Funke, Kathy Marchione and George Amedore were all present.

You can read a

---

*Tom Hoffman, Jr. of Hoffman Car Washes was interviewed by Spectrum News on the impact the proposed Call-In Pay Regulations would have on his business.*



*Both Hoffman and Delta Sonic's Ron Benderson spoke at The Senate Commerce, Economic Development and Small Business Committee hearing in January.*

recap titled "Senate Commerce Hearing Recap" on the association's website at [nyscwa.com](http://nyscwa.com)

Both Benderson and Hoffman spoke articulately about the negative financial impact to the membership, the scheduling burden but also to the flexibility that will be lost to the college and high school students many washes employ.

Several members also attended The Business Council's 2018 Legislators' Reception at the Albany Capital Center on January 22 where they were able to further explain the negative impact on the industry if these new regulations are implemented.

The association and its Legislative Committee will continue to monitor the status of the proposed regulations and continue to fight them. To learn more please visit [nyscwa.com](http://nyscwa.com) and learn how you can reach out to your local Senator to voice your opposition to the proposed regulations. ■



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# Awareness Can Save Life and Limb

By Mike Benmosché

Every once in a while, a topic is so important that the message demands more than one medium to reach the largest audience. After reading about more and more claims where inattentive employees and customers are severely injured, or even killed, I felt compelled to update one of my previous blog posts to address this issue. Collectively, the carwash industry must pull together to manage and eliminate this hazard now.

Often times, the simplest things can be the most effective solutions to potential disasters. Safety at your carwash can be significantly improved when a few basic tasks are put into place. For instance, during your daily, weekly or monthly safety meetings, how often do you discuss ways to improve the attentiveness of employees and visitors at the wash? With the growing number of incidents that occur, as a result of people not being tuned-in to their surroundings, you have to ask yourself: does this indicate a lack of proper training?

The following is a list of tips and tasks to ensure that your employees and customers are aware of any dangers present at your carwash.

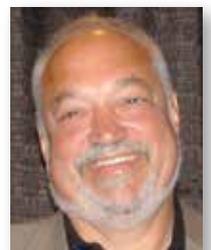
- Employees need to be trained to recognize the hazards associated with moving vehicles on the property.
- Directional signage must be used wherever possible.

- Visible apparatus, such as “stop-and-go” signals, may be used as long as they are not a distraction.
- Make instructions/signage easy for customers to view and read. It can be critical to their safety.
- Training your customers is as important as training the employees.
- Strict rules must apply to use of devices such as cell phones or other gadgets that can be a distraction.
- If possible, communication between employees must be heightened using technology with minimal distractions.
- Training is required for all employees that guide cars onto the conveyor.
- Extra training is necessary for workers who perform processes at the exit of the tunnel. Make sure you highlight safe areas to stand while completing tasks such as drying vehicles.
- A strict policy needs to be implemented to avoid employees positioning themselves in front of or between cars.
- Make sure employees are aware of any added exposures during busy days compared to slow days.
- Conversations while working on or around a car can be dangerous and should be kept to a minimum.
- Ensure that workers are not overtired and are alert before allowing them to perform their job.
- Remember that stress plays an important role in distraction and must be taken into consideration when evaluating the capability of an individual to perform safely.
- Employees on medications can be compromised under certain conditions.
- Many POS vendors place pads at the entrance to the wash. Be sure to review the “do’s and don’ts” for operating these devices to minimize distraction.
- Be sure there is an audible device that signals when the conveyor is active. Not only does this help keep people mindful of the activity around them, it’s an OSHA regulation as well!
- Newer employees are especially at risk due to their lack of familiarity with the location and the functions that are routinely performed by more seasoned staff. Resist the temptation to utilize their services until they are properly trained.
- Part-time employees are exposed to the same risks as full time, so train them accordingly.

At your next safety meeting, ask attendees to list all the things they can think of that might create distractions and discuss possible solutions.

These tips and tasks are meant to help customers and employees remain constantly aware of the activities going on at your carwash. Remember, a safe wash protects people and profits! ■

*Mike Benmosché is with Carwash Insurance Program by McNeil, Cortland, NY. You can reach him at [mbenmosche@mcneilandcompany.com](mailto:mbenmosche@mcneilandcompany.com) or 607/220-6344.*



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# “Oh, the healthy things you can do!”

Dr. Seuss

## Session 13: Learning to Wonder – The Power of Curiosity

By Ray Justice

If you read the previous 12 issues, I had been asked by Editor Suzanne Stansbury to “Push the Envelope” and write about general health issues that everyone encounters.

In the first issue we started out with an overview and zeroed in on “Nutrition.” Second: we covered Motion, Movement & Stretching. Third: was on Sleep, Rest & Recreation. Fourth: was about Health Focused Reminders. Fifth: was on Personal Habits, including Movement and then the importance of Water. Sixth: on General Health and Longevity with tips from 100 year old GGB. Seventh: was on Head stuff – Tying in your mind, thoughts, beliefs, etc. Eight: More Head Stuff – letting go of fear-based thoughts and the power of self-suggestion. Nine: Mindfulness, Our thoughts drift on their own if we do not give them direction. Ten: Personal Energy Awareness – Your body will tell you a great deal – paying attention. Eleven: Hello, Good Bye, Thank You, – 3 Things to focus on. Twelve: Reasons to Breathe - it keeps us alive and more.

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

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

### Session 13 Learning to Wonder – The Power of Curiosity

This past year, for the holiday, Christmas/New Year season, I gave all family members a different kind of card. One that I hoped would stir a little curiosity.

The following is what I wrote on each of the 17 cards followed by a single question, several examples are listed below. Ages ranged from 8 and 11 years old to five teens and 10 adults.

They all read them on the spot, getting quiet for a minute or so.

After that I have no idea what they did or did not do and that was the idea.

There is no right or wrong, just to wonder about.

Here is the actual card wording: “I am giving everyone a different question or thought, not necessarily to do anything, only ‘to Ponder’ or write about. The Written Word often kicks in your intuition. Something different might show up, an ‘Aha.’”

#### “Ponder” (verb)

Taking time to ponder over an incident: think about

(something) carefully, especially before making a decision or reaching a conclusion, to contemplate, consider, reflect on, mull over, meditate on.

One question for each card, here are a few samples.

- ❖ Did you have a mentor who understood you and supported you, in following your dreams? How did that affect your life? What was that like, do you need that now?
- ❖ Appreciation is a Beautiful thing. Do you believe this statement? Why? Have you ever thought of writing a daily gratitude list?
- ❖ If you are a magnet, what are you attracting? And what do you want to attract? Do you believe in some form of the Law of Attraction?
- ❖ Do you believe your body gives you messages and signals? What is it telling you now? Let your body tell you about the situation.
- ❖ Giving is Receiving: If you gave away one thing that you have learned and it could help many, what would that be?
- ❖ What were you just thinking about before you read this? Was it of the Past, of the Present or of the Future? Being aware of what is NOW is powerful. Is that something you believe?
- ❖ What one thing could you change in your personality that would make you dynamic? Hmmm!
- ❖ Have you ever listened to the voice in your thoughts and wondered if that was you or just someone else’s voice?

### A Story of Curiosity

Years ago, at the end of the final day of a weeklong coaching workshop, the presenter gave us a closing overview of what we had experienced. On the board behind him he had written something, two words actually, and taped a piece of paper over it so we could not read them.

He then proceeded to tell us that what he had written was the most important lesson from our total week of learning. That when we returned back home, if we only remembered one thing, let it be this.

He then went on and on talking about the importance of these two words, but still did not reveal them, creating an atmosphere of anxiousness and curiosity. We all wanted to see what could be that important. When he finally removed the

paper covering these words, he told us to learn to look at life through this lens.

As the words were uncovered we all sat in silence for a while pondering what he told us was the way to view all of life, and that was with “Nonjudgmental Curiosity.”

And ponder about Nonjudgmental Curiosity I did. I learned that the practice of using the curious approach had me thinking about what “could be” instead of instantly making something wrong because it was different to me.

### Ponder creates possibilities

Start with “I wonder... Questioning usually comes first – what if? How come?”

A little uncertainty shows up. Then we can start to wonder and consider different possibilities.

We can ponder though our new lens of Nonjudgmental Curiosity.

If we do not practice our awareness and curiosity then we tend to automatically, instantly, unconsciously, make a right or wrong, good or bad decision with out hesitating to wonder. Where, I wonder, did that automatic thought or belief come from?

Pause. Breathe. curioWonder.

Learn to Be Curious – The Power of Wondering ■

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



Ray Justice

### How come...

...This writing starts like this?

Where does he get this stuff from?

How come everyone drives so fast?

Why do I always have to...

The questions we ask ourselves,

Are they questions of wonder and curiosity?

Or, are they questions of complaining and doubt?

Where is everyone else?

Why would anyone do this?

Did I do it right?

Are you asking to learn?

Or, are you complaining about yourself and others?

Look and think with an attitude of nonjudgmental curiosity.

If I meditate every day will I sleep better?

If my eyes were a different color,

Would everything look the same?

Does being gay still mean being happy?

Try interest and wonder. – You’ll feel better.

Is your inner voice always complaining? Or wondering?

How come?

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## Welcome New Board Members!

Mackenzie Wilock, Spritz Car Wash, Clifton Park, NY

Christopher Kubarek, K & S Car Wash, Auburn, NY

Brett Potts, ZEP Vehicle Care, Round Lake, NY

Miguel Gonzalez, Micrologic, Ledgewood, NJ

We are featuring Mackenzie and Chris in this issue!

## New York State Minimum Wage Guide

### 12/31/17

NYC – Big Employers (11+) \$13

NYC – Small Employers (>10) \$12

Long Island/Westchester Co. \$11

Remainder of NY State \$10.40

For more information visit [labor.ny.gov](http://labor.ny.gov)

## New York State Car Wash Association Profit and Loss

January - December 2017

Income	
Meetings Income.....	11,605.00
Membership Dues.....	16,050.00
Northeast Convention Income.....	29,262.84
PAC Contributions.....	75.00
Promotional Fees.....	161.85
Vendor Sponsorships.....	4,700.00
<b>Total Income.....</b>	<b>\$61,854.69</b>
Gross Profit.....	
	<b>\$61,854.69</b>
Expenses	
Advertising/Promotional.....	169.20
Board of Directors Expenses.....	102.18
Director Fees.....	19,250.00
Insurance Expense.....	1,433.00
Legislative Expense.....	300.00
Legislative Fees.....	13,000.00
Meetings Expenses.....	16,475.35
Office Expenses.....	1,508.38
Postage Expense.....	480.25
Printing/Graphics.....	221.50
Professional Services fees.....	500.00
QuickBooks Payments Fees.....	2,297.94
Telephone.....	202.50
Travel.....	259.55
Website Host.....	473.37
<b>Total Expenses.....</b>	<b>\$56,673.22</b>
<b>Net Operating Income.....</b>	<b>\$5,181.47</b>
<b>Net Income.....</b>	<b>\$5,181.47</b>
Checking Account Balance.....	46,436.10
Money Market Balance.....	58,905.19
PAC Balance.....	12,431.75
<b>Total.....</b>	<b>117,773.04</b>

Wednesday, Jan 17, 2018 02:31:12 PM GMT-8 - Cash Basis

# New Board Member Questionnaire

**Q. Name of new member and company/wash name(s):**

A. Chris Kubarek, K & S Car Wash, Auburn

**Q. Number of years in business?**

A. 15 years.

**Q. Give us a little history of your background in the industry.**

A. I started working on afternoons/weekends helping as a wash attendant/cashier and from there I moved onto maintenance/customer service. I have been in charge of day-to-day operations at our two locations for the last eight years. We have spent the last two years remodeling our original location. We started with our four self-serve bays and then replaced our two in-bay automatics last September. This year we closed for two weeks in the beginning of July and did a complete overhaul of our 90-foot exterior express tunnel which we finished in time for our 40th Anniversary in the beginning of October.

**Q. Why do you want to be a NYSCWA board member?**

A. Participation in a state carwash association is more important than ever especially in New York with all

the new legislation being passed from the minimum wage increase to the attempted removal of the tipped wage, and now the proposed rule to change call-in pay requirements. These factors, plus many more, make it crucial to have our industry's presence be overwhelming with our political leaders and the constituents who put them there.



*Chris Kubarek, K & S Car Wash, Auburn*

**Q. Why is it important to participate in a state carwash association?**

A. When asked to become a board member I was excited by the opportunity to help carry on the positive image that all the previous members have worked so diligently to obtain, and I look forward to seeing the direction the future takes us in. ■

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# Association Battling Proposed Call-In Pay Regs

*William Y. Crowell, III,*

On the issue of predictive scheduling, testimony was presented at the New York State Senate hearing for the New York State Car Wash Association, by Tom Hoffman Jr., of Hoffman Car Wash, Albany, together with the testimony of Ron Benderson for Delta Sonic, Buffalo. Delta Sonic, along with their testimony, provided individual letters and comments from their employees to the committee supporting the current carwash business model. This approach was particularly effective and definitely received a positive reaction from Legislators.

The hearing produced testimony expressing concerns with the regulation from a number of groups. The NYSCWA, along with a number of members, submitted comments on the proposed regulations to the New York State Department of Labor (DOL). The Labor Department is currently reviewing the comments. Based on the response from various groups, it is expected that this process will require some time to complete. In the meantime, the NYSCWA has been working with other interested parties including The Business Council

of New York State, the Food Industry Alliance of New York State and others to find common ground on alternative approaches to the proposed regulation. Some of the groups that are opposing the regulation are not directly impacted by weather. Some groups, for example, are concerned about the impacts on staffing in response to the needs of their patients or customer demand. The hearing was a positive in coalescing opposition to the proposed regulations.

As if predictive scheduling were not enough, the Governor previously announced in the State of the State, that he was directing the Commissioner of Labor to schedule public hearings to evaluate the possibility of ending minimum wage tip credits in workplaces such as restaurants and carwashes. The Department of Labor has announced hearings on the subminimum wage (tip credit). The characterization of the tip credit as subminimum wage clearly demonstrates the Labor Department's point of view.

The schedule posted on the Labor Department website provides for the hearings in the table below.

Oral presentations at these hearings are limited to three minutes. Preregistration with the Department of Labor provides for speaking and seating preference.

Written testimony must be submitted to: [hearings@labor.ny.gov](mailto:hearings@labor.ny.gov).

NYSCWA members using the tip credit are encouraged to testify. If possible, it would be helpful to have employees submit testimony on the issue of the tip credit. Some restaurant employees have expressed concerns about a loss of tip income, which could occur.

In Governor Cuomo's press release announcing the hearings on the subminimum wage, it specifically referenced a finding in 2008 by the Department of Labor that nearly 80 percent of the carwashes in New York City and 50 percent across the state violate state minimum wage and overtime laws. The carwash industry needs to rebut these decade old assertions. Although there are some carwash operations which have violated the law, primarily located in New York City, the majority of carwashes comply with the laws. The NYSCWA has conducted seminars

## Hearings on Subminimum Wage

Date/Time	Location
Monday, March 12, 2018 10 a.m.	SUNY College of Environmental Science and Forestry, The Gateway Center, Syracuse
Wednesday, March 21, 2018 10 a.m.	Common Council Chamber, City Hall, Buffalo
Friday, April 20, 2018 10 a.m.	Roosevelt Little Theatre, SUNY Farmingdale, Long Island
Wednesday, April 25, 2018 10 a.m.	Dulles State Office Building, 317 Washington Street, Watertown
Friday, May 18, 2018 10 a.m.	Legislative Office Building, Albany
Date TBD TIME TBD Non-hospitality industries only	New York City TBD
Date TBD TIME TBD Hospitality industries only	New York City TBD

## NEW BOARD MEMBER QUESTIONNAIRE

with the participation of the Labor Department to assist carwash operators with compliance. Bad actors in the industry create an untenable situation for other operators. Carwash operators who are complying with the law need to testify to respond to the portrait of the carwash industry as lawless. Enforcement is the key, not elimination of the tip credit.

The elimination of the tip credit would negatively impact the business model for many carwashes. The amount of the tip credit wage has increased in line with the rising minimum wage. To require payment of minimum wage represents a significant additional payroll cost to carwash operators. Loss of the tip credit taken together with the new scheduling requirements would be a strong encouragement for the demise of full-service carwashes as operators will transform to automated facilities, which don't require the same number of employees. The adoption of these regulations would cause many students and others who work in the carwash industry to lose their jobs.

Again, if your carwash operation is impacted by the tip credit, it is imperative for you to express your opposition to the Department of Labor. ■

*William Y. Crowell, III, is a partner with Cozen O'Connor. You can reach him at 202/883-4944 or [wcrowell@cozen.com](mailto:wcrowell@cozen.com)*



William Y. Crowell, III



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**Q. Name of new member and company/wash name(s):**

A. Mackenzie Wilock – Spritz Car Wash, Clifton Park, NY

**Q. Number of years in business?**

A. 3 years

**Q. Give us a little history on your background in the industry.**

A. My father (Steve Weekes) and partner Peter Rosenfeld have been in the business together for over 25 years and in the carwash business for over 10 years. When I was younger, I always looked up to Steve and Peter as role models due to their unbelievable work ethic. I graduated college in 2014 and worked for Enterprise Rent-a-Car. After a year of working for a corporate company the stars aligned and Steve and Peter finally needed my help! I've been working with them for almost three years now and couldn't love carwashing more!



**Q. Why do you want to be a NYSCWA board member?**

A. I want to be a NYSCWA board member because I think this industry is unlike many. Everyone I've meet in the industry wants to help each other out and see each other succeed. Also, being around other carwash operators, and talking about the ups and downs of business teaches me a lot, and gets me excited about carwashing!

**Q. Why is it important to participate in a state carwash association?**

A. I think it's important because we all have each other to lean on. For example, when new laws could possibly happen that would hurt any carwash operator we can all band together and work toward our goal.

**Q. What is the main goal you hope to accomplish while serving on the board?**

A. My main goal is to help the NYSCWA and any New York State carwash operators in any way I can and learn as much as I can.

**Q. How was business in 2017?**

A. Okay. 2018 will be great!

**Q. Are you planning any major operating changes/renovations to your wash/business in 2018. If so, tell us about them?**

A. We're always looking to grow!

**Q. What are your biggest concerns as an operator trying to be profitable in today's marketplace? What challenges do you face?**

A. My two biggest concerns are labor and weather. Labor is always a struggle. And weather is always a concern...if only it could snow every Wednesday. ■

# northeast carwasher



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Autowash Maintenance Corporation.....	82	Kleen-Rite Corp. ....	3
Autowash Online.....	45	MacNeil Wash Systems/National Carwash Solutions.....	35
Blendco Systems .....	62	Mang Insurance Agency (NBT-Mang).....	79
Car Wash Insurance Program by McNeil & Co. ....	66	Micrologic Associates .....	46, 47
Car Wash Systems, LLC. ....	43	Motor City Wash Works.....	7
Carolina Pride .....	17	My Car Wash Guy.....	63
Corporatte Consultants International Inc. ....	70	NRCC .....	27
Coast Commercial Credit.....	41	PDQ Mfg., Inc.....	21
Coleman Hanna Carwash Systems .....	52	Peco Car Wash Systems .....	5
CSI/Lustra .....	63	<i>Professional Carwashing and Detailing</i> magazine.....	34
DRB Systems, Inc.....	71	Ross Brothers, Inc. ....	53
ERC Wiping Products .....	20	Simoniz USA.....	2
Erie Brush & Mfg. Corp.....	33	Sobrite Technologies.....	23
Etowah Valley Equipment.....	19	Sonny's The Car Wash Factory.....	83
Extrutech Plastics .....	11	Trans-Mate .....	29
G & G LED.....	22	Vacutech .....	81
General Pump .....	31	WashCard Systems.....	20
Grace for Vets.....	37	Washify .....	77
Hamilton Manufacturing Corp. ....	44	Washtech .....	56
Huron Valley Sales .....	60	Wheel-eez .....	76
Innovative Control Systems.....	Back Cover	ZEP.....	39

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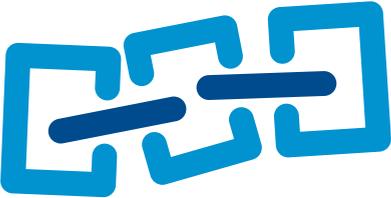
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