

northeast carwasher



New Car Technologies Cause Problems for Carwash Operators

27th NRCC Already Breaking Records!

Minimum Wage vs. The Carwasheros

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Fall 2016

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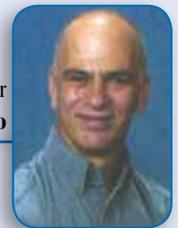


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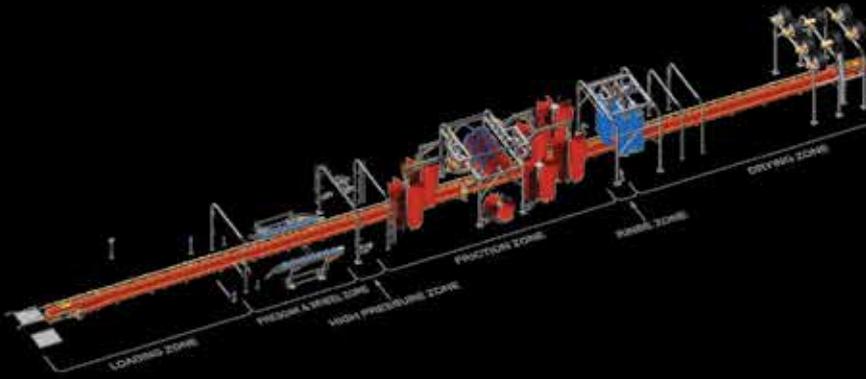
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The fall is hands down my favorite season. The crispness in the air, the endless array of colorful foliage, the excitement and anticipation I get from my daughter's Varsity swimming season and of course, the annual Northeast Regional Carwash Convention (NRCC) all bring a smile to my face. Unfortunately, I seem to blink and it's all over!

In a few short weeks, many of you will be experiencing the 27th NRCC, September 19-21, at the impressive Atlantic City Convention Center (ACCC). Last year's show was our inaugural visit to the ACCC, a 600,000 square-foot facility and the state's largest convention venue. The ACCC was designed to incorporate and reflect Atlantic City's seaside location and carries this theme throughout its design from the wave-inspired carpeting and granite flooring, to the atrium's Rock Bar.

Upon entering the building visitors are greeted by a 90-foot sky lit atrium lobby complete with a lobby concierge, sculptures and art. Artist Jonathan Borofsky created the five flying fish sculptures suspended above the atrium floor while 27 cast stone sculptures, created by Thomas Van Dyke of Prospect Park that were cast by American Trim Stone of Haskell, are inset into the atrium walls and represent the local sea life. The fourth floor features works by artist William Wegman.

Twenty-seven years ago the then tabletop show began in several rooms of a hotel in Newport, RI, a much different venue. Over the next nearly three decades the show has evolved and taken on a life of its own complete with more than 300 exhibits, and first-rate education for its attendees and now a home in a true convention facility. The committee that puts this show together, this year hosted by the New England Carwash Association (NECA) and chaired by the amazing Ron Bousquet, has tried to do everything they can to make this an unforgettable and useful event. Make sure to pull one of us aside and share your thoughts on how we can improve and what you liked and didn't like about this year's show. Your feedback will help us continue to put together the best possible NRCC.

If you haven't yet registered, please visit nrccshow.com or call the office at 800/287-6604 today.

An Amazing Find

On Page 14 you will read a truly amazing piece by Jim Epstein, a writer and producer at Reason magazine and Reason.com. I received permission to reprint his piece on what's taking place in New York City, and across the industry, as a result of the rise in the minimum wage. He certainly captured the impact and was able to speak to many movers and shakers in our industry. It's truly a must-read! I hope to get more contributions from him.

And finally, the cover story this issue on page 12 discusses how to deal with some of the new car technologies that are making washing a car harder every day. This is a topic that we will continue to cover and hopefully be able to provide our readers with direction and guidance.



Let us know how you have been impacted and what measures you are taking to keep your employees and customers safe.

See you in AC!



Suzanne Stansbury
Editor/Publisher *Northeast Carwasher* magazine



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The Car Wash Show™ Largest in a Decade



The Car Wash Show™, a joint effort of the International Carwash Association (ICA) in partnership with the Automotive Oil Change Association (AOCA) and the Western Carwash Association (WCA) had its strongest numbers in a decade, attracting nearly 8,000 attendees and 400 exhibits. The event took place May 9-11 at the Music City Center in Nashville, TN. The Car Wash Show 2017 is slated for April 4-6 at the Las Vegas Convention Center in Las Vegas. The show will return to Nashville in the spring of 2019. To learn more visit carwash.org

Did You Know?

Some hard water can be important in the wash process. Soft water is essential to carwashing, much over 4 or 5 grains hardness, however, can play havoc on performance of soaps and cleaners. Water softeners take out calcium and magnesium ions and replace them with sodium or potassium ions. Chemicals and soap thrive on soft water to foam and create great lather, which is a necessity in the wash process. However, one of the mistakes often made by operators in the wash process is using all soft water for rinsing. This soft water now works as an adversary to the rinsing process by wants to continue to kick up soap and lather.

By designing your wash with a few strategic hard water lines, such as to a rinse arch or last mitter, you will allow the flattening of foam and better rinsing of soaps. Putting hard water after tri-foam polishes is also a good way to flatten the hard rinsing pigmented foam of polishes and conditioners. It is important to have all the detergent residue off the vehicle by the time the drying agents and sealers hit the car.

There can be an argument made that hard water will spot more than soft water. Usually the final rinse can be soft water, or if financially feasible in the tunnel wash process spot free is best.

Contributed by Del Burkholder of Shore Corporation in Pittsburgh, PA.



Contributing Editor Petrillo Publishes Historical Thriller

President Teddy Roosevelt challenges King Edward VII of England to a shooting match, wagering a case of vintage champagne as the prize, but gets more than he bargained for when Irish terrorists target him and the king in a series of assassination attempts.

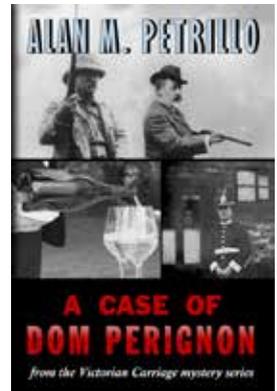
City of Hull Inspector Herbert Bradnum draws the unenviable task of protecting both the king and president while investigating assaults, shootings and bombings directed at them. The deeper into the case he gets, the more Inspector Bradnum is convinced there's plenty more danger ahead for the two in the form of a seemingly unstoppable assassin.

The action can be found in *A Case of Dom Perignon*, a historical thriller in the Victorian Carriage mystery series, written by Alan M. Petrillo, an Arizona-based journalist and contributing editor of *Northeast Carwasher*.

Petrillo is the author of several books on historical military firearms; and the author of the historical mysteries, *Full Moon*, and the first novel in the Victorian Carriage mystery series, *Asylum Lane*. He's also written short fiction for mystery anthologies, and his short story, *Burn Unit*, won the Writer's Post Journal's Best Short Story of the Year in 2005.

The Victorian Carriage mystery series features Victorian and Edwardian detectives in various parts of Great Britain battling with the forces of crime and perpetrators of nefarious deeds.

A Case of Dom Perignon is available as both a trade paperback and an eBook from www.AugustWordsPublishing.com or www.amazon.com.



WASH VOLUME INDEX

We have taken the pulse of four East Coast operators to see where their volumes are compared to last year (YTD). Dave Dugoff in the Mid-Atlantic is up 4 percent. For the rest of the crew, however, it's ugly with upstate New York operator Weekes -17 percent. With any luck, the fall will lead us into a strong winter washing season!



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



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RYKO LAUNCHES NEW, IMPROVED WEBSITE



Ryko, Grimes, IA, has announced the launch of a new, revamped website designed to enhance the customer experience and streamline different processes, according to a company press release. The recently redesigned site offers quick, easy access to information about all of the products and service offerings from Ryko. "We are excited about the recent launch of the all-new website and the great deal of information that is available for both current and potential customers," says Mike Gillen, CEO of National Carwash Solutions. "The new site allows us to offer

access to any information our customers may need, whether it's on their computer, a tablet or a mobile device."

For new customers, the refreshed site makes it simple to research equipment and offers access to financing in two-clicks, said the release. Ryko and Ascentium recently announced a partnership to make it even easier for prospective carwash owners to get into the business, while offering affordable and customized finance options for Ryko's managed carwash products, services and technologies.

For existing Ryko customers, the new website makes all information about carwash products and services available in two-to-three clicks so that they are able to access the information they need quickly and easily. ■

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

UNITI EXPO 2016 BOASTS 350 EXHIBITORS

UNITI expo 2016, Stuttgart, Germany, June 14-16, the leading European trade fair for the retail petroleum and carwash industry covered all areas regarding the service station and carwash business on a 35,000 square meter exhibition space, according to a company press release. Uniquely structured into subject-specific themed areas, trade visitors could find an exclusive selection of innovations, concepts and products from 425 exhibitors from 25 countries in eight product areas. These areas included forecourt equipment & construction; oil companies & construction; carwash & car care; payment & automation; transport & logistics; lubricants & additives; shop & convenience and services & media.

According to the release, more

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SONNY'S APPOINTS ERNST VP OF SALES & MARKETING



Denise Ernst has been named Sonny's Enterprises Senior Vice President of Sales & Marketing, according to a company press release. Ernst is responsible for establishing, leading and executing the company's overall sales, marketing and product strategies.

"After an extensive country-wide search to find the right person to drive Sonny's sales and marketing to the next level, I am confident that I found that person in Denise," said Sonny's CEO Paul Fazio.

According to the press release, Ernst was attracted to Sonny's leadership position in the industry, strong growth, quality of equipment and products and company culture. Her background is in sales and marketing in both B2B and B2C, leading sales and marketing organizations, driving new business, launching new products and inspiring and developing sales and marketing teams. ■

For more information
visit sonnysdirect.com

HYDRA-FLEX RELOCATES HEADQUARTERS



Hydra-Flex, Inc., Burnsville, MN, manufacturer of fluid handling equipment, moved its office and manufacturing facility to a larger site in Eagan, MN, in June. The new location is approximately 10 miles northeast of its previous headquarters, according to a company press release.

According to Hydra-Flex CEO, Jaime Harris, "Demand for our products has risen, and as we continue to expand into other industries we recognized the need to relocate." The Eagan site is 2.5 times larger than the previous site. ■

For more information
visit hydraflexinc.com

CAROLINA PRIDE LAUNCHES CARWASH ACADEMY

Carolina Pride Carwash Systems & Solutions, Roxboro, NC, has launched Carwash Academy Online, according to a company press release. The vehicle was launched to consistently and eas-

ily train all employees and put them to work more expediently, said the release. The Academy offers detailed videos on prepping and loading vehicles, replacing carwash solutions and Hazard Communications education that is required to safely operate your wash.

These videos are available on a mobile platform for ease of use and accessibility. The Carwash Academy Online was rolled out at The Carwash Show™ in Nashville in May. ■

For more information
visit www.cpcarwash.com

THE CARWASH SHOW™ AWARD RECIPIENTS

The following were honored at The Carwash Show™ at the Music City Convention Center in Nashville in May for their outstanding service and commitment to the industry.

- ❖ Community Service Leadership Award, Rising Tide Car Wash of Parkland, FL for its work in the autism community employing autistic workers at its wash.
- ❖ Bob Hodge, 2016 Hall of Fame Award recipient. Hodge is an industry great who is widely known for the invention of the "Hodge arch" as well as his integrity and innovation.
- ❖ Sonny's Enterprises, Inc., 2016 Brian Campbell People's Choice Best Booth Award. ■

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New Car Technologies Cause Problems for Carwash Operators

By Alan M. Petrillo

Collision avoidance systems, keyless ignitions, electronic key fobs, and a proliferation of sensors on new car models are causing headaches for carwash owners, managers and their employees, making it a challenge to be a tunnel carwash operator.



Dan Petrelle, a partner and chief operating officer at Splash, which has 19 carwashes in Connecticut and New York that cover the gamut from full service, hand wash and express tunnels to in-bay automatics and self-serves, said his employees have learned a few tricks to handle vehicles that pose problems in tunnels because of sensor technology.

"When the vehicle is left running is when you see those kinds of problems," Petrelle said. "Now we turn the vehicle off, put it in neutral, and then turn the key to auxiliary. Then the collision avoidance and other technology doesn't engage."

Another trick, he said, is when a vehicle has an electronic key fob, the employee puts the car in neutral, then shuts the car off, and in a full service, gives the key fob to the customer.

"Most cars will let you put it in neutral and turn it off," Petrelle observed. "We even do this in our exterior carwashes. We have the customer go into neutral first, then shut the car off and turn the key to auxiliary. The car needs to be running for all of its technologies to work."

Fred O'Neill, owner of Fred's Car Wash in Connecticut with three exterior washes and one full service carwash, said he has not had many problems with technology so far.

"It has not been that serious a problem for us yet," he said.

However, technology has caused a few headaches in his carwashes.

"We're assembling a list of vehicles so customers can be aware that they have technology that can cause a problem, O'Neill said. "For example, a car might go into automatic

braking control, like the Volkswagen Passat, which locks up its brakes or goes into park. The Chevy Cruze also is an issue. There's no way to prevent the problem unless the attendant knows which vehicle has the technology."

In O'Neill's full-service location, he said that attendants shut the vehicle off for its trip through the tunnel, but admitted "some vehicles don't like to be shut off in neutral. And when they are shut off, it makes the steering pretty tight too."

Eric Wulf, chief operating officer of the International Carwash Association (ICA), said new vehicle technologies have become an important issue for carwash operators.

"It's particularly evident in the full-service model where employees are handling cars, but even in the exterior model, it seems that even customers don't understand how to manage all of these systems on their own vehicles, if the systems can even be managed, that is, turned off at the carwash," Wulf said.

Wulf pointed out that the ICA has a vehicle issues/incidents reporting form and database on its website (www.carwash.org) where operators can send in reports of problems and view reports the ICA has received from other operators around the country. In addition, the ICA has begun posting portions of owner's manuals on its website for known sensor-related issues.

The ICA also has a private discussion group on LinkedIn for operators to discuss their own vehicle issues, Wulf added. The group is moderated by Megan Clark, ICA's director of membership.

Clark noted that the ICA has found it challenging to get large quantities of data from its membership, but that

it's tackling the challenge in three ways: by getting information out to operators about the sensor issues, putting out reciprocal information to OEMs (original equipment manufacturers), and communicating with OEMs and operators about the various types of problems.

Clark said the ICA hired Inventures, "a consulting firm specializing in creating alliances to work with large companies and tackle large issues. They are experts in the automotive industry," she added, "and are talking to operators to determine the most practical way to get OEM information to them about these issues."

But the wide number of car models and technologies available on them creates a daunting task, according to Clark.

"What's frustrating is that there is no standardization," she said. "Different car models and years have different technologies on them. We want to collect all that information."

At one time the ICA had a liaison with OEMs who notified them of carwash problems with vehicles and worked to come up with a solution so the ICA could notify carwash operators on the best steps to take to fix the issue, Clark said. However, that individual, Joe Ward, retired "six or seven years ago," she added.

"We're looking at the possibilities," she said. "There's a need for operators to get information on these technology issues, to have a repository where they can go and get information on what's happening. And OEM engineers want

documentation on what carwash operators are seeing happening. We are considering having an annual symposium with OEMs and operators so that we might be able to influence how cars are created."

At this point, Clark admitted that the ICA doesn't have a direct line talking to OEMs about what's known as the "carwash envelope." "OEMs have been adamant that their carwash tests have been pretty thorough," she added, "but we've had a good response from OEM engineers and we are optimistic about the opportunity for a relationship with OEMs."

Paul Fazio, president of Sonny's® The CarWash Factory in Tamarac, FL, said that carwash operators and equipment vendors "need to get back to communicating with OEMs."

Fazio pointed out that "a lot of transmissions don't allow an attendant to put the car in neutral and shut it off. You have to go into park, which means that in a full-service carwash, you have to have an employee stay in the car through the tunnel."

Door handles with sensors in them can be an issue, Fazio maintained.

"If a brush touches it, depending on how sensitive the sensor is, it will open the door," he said. "This is especially an issue on rear-lift gates."

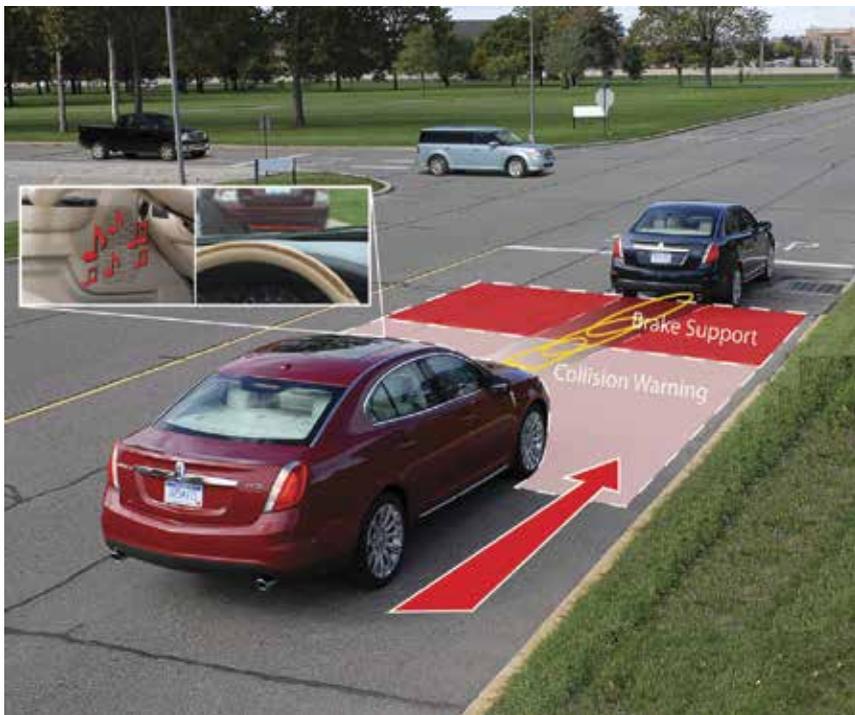
Fazio said that some of the new foams that Sonny's is using are helping not to trigger door sensors, but often such work-arounds require putting multiple materials on brushes for different areas of a vehicle.

"Anti-collision sensors can be a problem because as the wrap-around approaches the front of the car, the sensors think the car is close to an obstacle and begins to brake," he said.

Fazio said that electronics exist that can offer a simple solution to sensor technology problems.

"The fact that we're not in dialog with them (OEMs and car manufacturers) is asinine," Fazio said. "This problem is too big to do it one at a time with each manufacturer. We need an organization to do 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 to be published this summer, A Case of Dom Perignon, all available at www.amazon.com.



New York's new \$15 wage floor pits man against machine

Minimum Wage vs. The Carwasheros

By Jim Epstein

Labor activists have long claimed that working conditions at New York City's car washes are the worst of the worst. In the Big Apple, an estimated 5,000 men scrub and vacuum other people's vehicles for a living. A decade ago, it was common for these so-called carwasheros, many of whom are illegal immigrants from Mexico and Latin America, to earn \$3 per hour plus tips, with no extra pay for overtime. Straight cash, off the books.

When demand peaked in the winter months, they would often put in 12 hours a day, six days a week. Regulators paid little attention, so by and large car wash operators ignored labor laws.

That situation started to change in 2008, when state investigators conducted the first carwash sweeps in recent memory. The following year, the U.S. Department of Labor settled a lawsuit against one of the city's largest operators, with cumulative back wages and damages totaling \$4.7 million. In 2012, the retail workers union and two affiliated labor groups launched WASH New York, a campaign to organize employees of the city's more than 200 car washes. Last year, Mayor Bill de Blasio signed the Car Wash Accountability Act, which created a punitive new licensing regime.

But it's a law passed in April raising the state minimum wage from \$9 to \$15 that will have the most profound impact on the industry. Gov. Andrew Cuomo, a Democrat, made the minimum wage hike one of his top legislative priorities, traveling around the state to build support in a red-white-and-blue R.V. To signify its importance, he named the initiative the "Mario Cuomo Economic Justice Campaign" after his recently deceased father. The \$15 minimum will take effect in New York City on December 31, 2018.

It's conventional wisdom among progressives that low-skilled workers like the carwasheros stand to benefit most from high wage floors. The opposite is true. The 67 percent wage hike will obliterate jobs at car washes and further the agenda of anti-immigrant conservatives – some of whom explicitly advocate for increasing the minimum wage because it reduces employment opportunities, halting future waves of illegal immigration and encouraging those already here to return to their countries of origin.

When labor costs rise, employers hire fewer people. But some liberal economists say the law of supply and demand doesn't apply to the labor market. Nobel laureate Paul Krugman claimed in a 2014 interview with Business Insider that minimum wage increases have a negligible effect on job losses because they mostly affect service-sector positions that can't be replaced by automation.

This iconic wash in Manhattan may not stay a car wash for long, due to the impending \$15 minimum wage hike.



Krugman's remarks were out of touch with reality on several counts. In much of the U.S., car washes started automating a half-century ago as operators struggled to find reliable employees. In New York City, owners bucked the national trend because they could tap into a large pool of illegal immigrants willing to work long hours for little pay. Now that labor groups have succeeded in dramatically raising labor costs, the city's car washes will simply play catch-up with the rest of the country – replacing men wielding hoses and rags with nimble units of spinning brushes and massive hot air blowers. It's already starting to happen.

Men vs. Machines

The car wash industry was born in 1946, at a time when more than 10 million American men were coming home from World War II, and Southern blacks, who had flocked to Northern and Midwestern cities to work in war-related industries as part of the Second Great Migration, were looking for new opportunities. The timing isn't a coincidence: in the tight labor market, the car wash business might not have taken off.

The "Minit Man," which was the world's first conveyerized automatic car wash system, required a large crew of workers, including vacuum operators, spotters to clean areas the machine had missed, and finishers charged with wiping down vehicles as they exited the tunnel. One worker on the line was occupied solely with maneuvering an overhead rack of spinning brushes to avoid knocking out radio antennas and radiator ornaments.

Continued on page 16...

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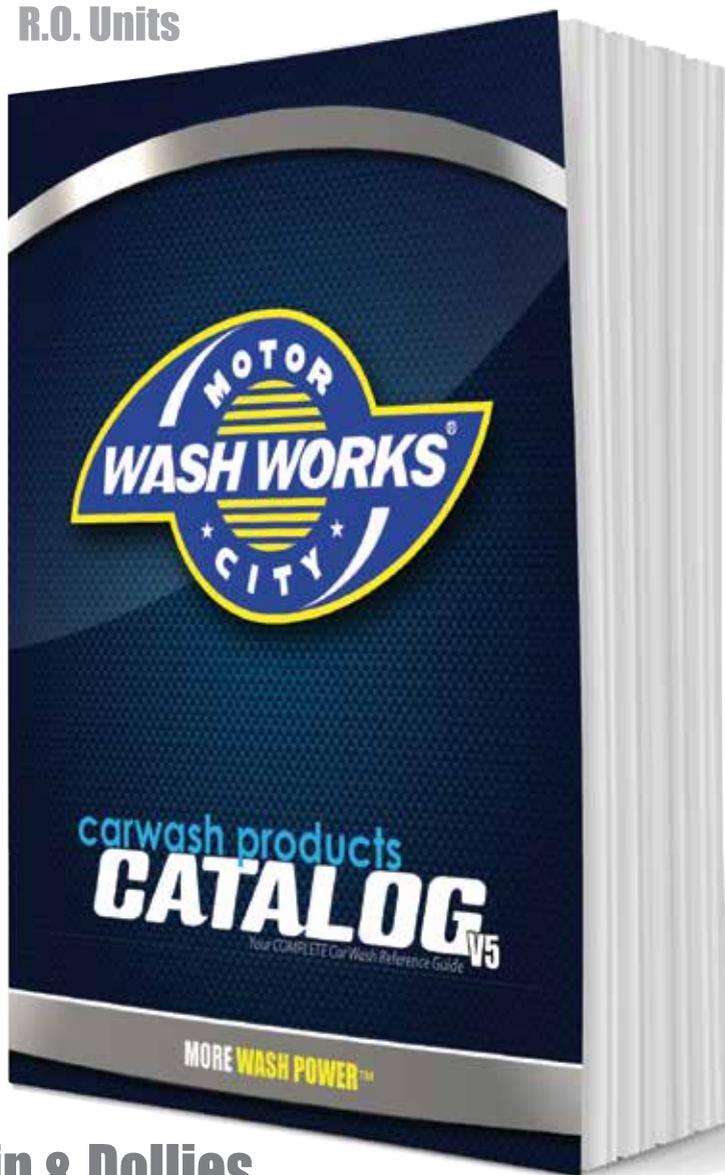
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Mike Dahm, whose father started Mike's Minit Man in Indiana in 1948, estimates that in the early days, the company had 40 men on duty during peak demand. Herb Geller, the son of a Minit Man car wash owner in Dorchester, Massachusetts, recalls a particularly busy day with 50 men on the job.

Big changes came in the 1970s, when the Sherman Carwash Company came out with far more sophisticated equipment to automate the car washing process. Operators were in the market for better machines because it had become difficult to find workers interested in cleaning vehicles for a living. "That's when the revolution started," says Martin Geller, a car wash engineer and former owner with 43 years of experience in the industry. "Sometimes half the guys wouldn't show up, so you lost business. But the machines were there every day."

Operators with the means to make a significant capital investment could eliminate most of their workers. Mike's Minit Man (renamed Mike's Car Wash) was one of the first in the country to go fully automated in 1978. Founder Joe Dahm invested in state-of-the-art machinery, including powerful hot air blowers that replaced the crew charged with drying off vehicles as they exited the tunnel. The cost of a basic exterior wash at Mike's fell to just \$2, but the increase in speed and volume led to a significant revenue boost. "We think those blowers set us up for success," says Mike Dahm, now the company's president.

The Free-Vacuum Revolution

Automating the exterior wash required designing brushes that could reliably wipe away every caked in spot of dirt without scratching paint or knocking out side mirrors. It was a major engineering feat. Figuring out how to mechanize an interior cleaning, however, is order of magnitude more difficult. Only a robot capable of maneuvering around car seats and distinguishing between a misplaced wallet and a crumpled fast food wrapper could replace a human with a rag and vacuum. The technology isn't there yet, and it certainly wasn't available four decades ago.

A solution to that conundrum came via a German businessman named Joseph Enning, who in 1960 first observed the wonders of the machine-assisted car wash while working for a television manufacturer in New York City. Enning was inspired to quit his job and move back to Germany, where he founded the Mr. Wash empire, whose 34 locations cleaned 6.3 million vehicles in 2015.

In Germany, labor laws are more onerous than in the U.S., making hiring workers more expensive. Enning, who has a Ph.D in industrial economics, had long been interested in pushing the limits of automation. A Mr. Wash location today can do exterior cleanings on as many as 3,200 cars per day, with just six employees overseeing the work.

Enning's answer to the interior problem was straightforward: Set up an area with free vacuums and put customers to work cleaning their own vehicles. The idea would later catch on in the U.S. thanks to Benny Alford, a second-generation car wash operator in Baton Rouge, Louisiana, who traveled

to Germany in 1996 to observe a Mr. Wash facility. "You just couldn't find many people who wanted to make a career out of vacuuming cars anymore," says Justin Alford, Benny's son and business partner.

Benny Alford combined the free vacuum idea with another labor-minimizing technology: Working with a firm called Innovative Control Systems, he installed the first automated sales attendant, so that customers could line up at an electronic gate and pay for a wash without ever interacting with a human. Alford opened his first exterior-only car wash tunnel with free vacuums in August 2001. The setup required only two employees on-site to make sure everything was running smoothly.

"Benny's idea was to put a few things together at once," says Eric Wulf, the CEO of the International Carwash Association. "And what he did transformed the business." Benny's washed more than 200,000 cars at \$3 a pop in its first year after remodeling, according to a consultant who worked closely with Alford.

Sonny's Enterprises, which helped outfit the new car wash, started selling this model to other clients. Within a few years, Sonny's became the nation's largest producer of conveyorized car wash equipment. "Nowadays more than 90 percent of car washes built in the U.S. only need about three people to run them at once," Wulf explains.

Today, Mike's Car Wash has 17 locations in three states that together did \$40 million in sales in 2015. Still an automation pioneer, the company offers a \$20 package that includes a tire shine, wheel cleaning, underbody scrub, and wax job – all done entirely by machines. But the equipment costs \$2 million per location, which is out of reach for most small businesses.

Bucking the Trend

In New York City, where unskilled labor is plentiful, the capital investment for full automation didn't make sense. In the 1980s, there was a two-and-a-half-fold increase in the flow of legal immigrants coming into the U.S. from Mexico and Latin America. By 1990, about 10 percent of the foreign-born U.S. population – roughly 2 million people – resided in New York City. (There's no reliable date from this period on illegal immigration, though it tends to track the legal rate). It thus became relatively easy for Big Apple car washes to find cheap and reliable employees. "It wasn't work that Americans wanted to do," says one veteran operator, who spoke with reason under the condition of anonymity because he'd worried about political retribution.

Car wash owners came up with new ways to put these men to work, and some even converted their partially automated tunnels to full-service hand washes.

"In the 1980s, there was a shift to recognizing that there were big profits in detailing," says the anonymous source. "Detailing" means cleaning every crevice of a vehicle by hand – sometimes even the engine.

The same shift occurred in Southern California's car

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Minimum Wage ...

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wash industry about a decade later. From 1990 to 2000, the number of illegal immigrants in the U.S. rose from 3.5 million to 8.6 million, according to data from the Pew Research Center – and one in six landed in the Golden State.

Car washes capitalized on the influx. From 1990 to 1997, Herschel Kilgore, a veteran consultant and designer, converted about 180 automated car washes to full-service hand washes. The equipment at these shops was often wearing out, and replacing it with 30 to 40 illegal workers capable of providing additional

services was a logical business move.

Labor conditions for some of the workers were a shock to the sensibilities of progressives, however. In California, activists and public interest attorneys took notice in the late 1990s. In 2004, their efforts led California to pass A.B. 1688, the Car Wash Workers Law, which among other things required every operator in the state to obtain a “surety bond,” a form of liability insurance. This made it easier for plaintiffs who won court judgments against car wash owners to collect their payouts, and led to an explosion of wage and hour litigation.

In 2008, the United Steelworkers

formed the CLEAN Carwash Campaign to unionize California car washes, though it had limited success. Labor activists also began to push for better pay for workers. A big turning point came this April, when legislators in Sacramento (like their counterparts in Albany) passed a statewide minimum wage hike to \$15 an hour.

But even at the lower rates, carwasheros in New York and California were voluntarily accepting the jobs. Why would they choose to endure such grueling conditions for such little pay? “Working at a car wash isn’t an option that we think is great, but it was their best option,” says Don Boudreaux, an economist at George Mason University. “So how do we make them better off by taking that away?”

WASH New York

In 2012, the Retail, Wholesale, and Department Store Union (RWDSU), along with two affiliated groups, launched WASH New York, a campaign to unionize the car wash industry in the Empire State. It was a mammoth undertaking. “We felt that it was important for the movement to show that if these workers can organize, then any workers can organize,” said RWDSU President Stuart Appelbaum in a 2014 speech.

It hasn’t gone particularly well. Car Washes are mostly small, independent businesses, so organizing the industry has involved fighting a succession of expensive battles. More importantly, it turns out many carwasheros aren’t interested in joining a union. To date, just 10 car washes out of more than 200 in the city have signed on to join RWDSU.

WASH New York and its allies responded with a plan to make the experience of any car wash owner who resisted their efforts a living hell.

Take 39-year-old Ukrainian immigrant Marat Leshehinsky, the owner of Vegas Auto Spa, a small car wash in the outskirts of Park Slope, Brooklyn. Labor organizers started secretly meeting with his carwasheros in May 2015; in November the workers petitioned to form a union.

Leshehinsky fought them on the

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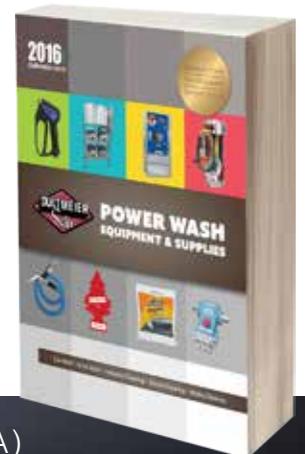
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grounds that Vegas Auto Spa has annual revenues of less than \$500,000 which means it falls outside the jurisdiction of the National Labor Relations Board. So protesters went to Leshehinsky's house in Brooklyn twice and frightened his two small children. On the second occasion, someone threw a rock, chipping Leshehinsky's front door. They also blanketed his neighborhood with a flier that included a personal photo taken from his wife's Facebook page.

One March 4, 2015, shortly before Leshehinsky finally gave up and granted his workers a union contract, RWDSU and its affiliates staged a protest in front of Vegas Auto Spa, during which two members of the New York City Council were arrested for blocking traffic.

Labor groups helped draft a new licensing law, signed by Democratic Mayor Bill de Blasio last June, that among other things will require every car wash operator in the city to obtain a \$150,000 surety bond – except for unionized car washes, which only need a \$30,000 bond. Since car wash owners with bad credit might not be able to obtain a \$150,000 bond, unionizing could be their only path to staying in business.

The New York City Car Wash Association, a local industry group, sued to overturn the law on the grounds that the government can't "interfere in the collective bargaining process on behalf of one side or the other." In a positive sign for the plaintiffs, the city agreed to put a temporary stay on the law while the case is adjudicated. But the car wash industry has already started adjusting to the new labor climate by moving to increase automation.

The Circle of Life

"We decided to go exterior-only no-wiping mostly because of the labor problems," says New York City car wash owner Martin Taub. "Do we need the labor department and the unions breathing down our necks?"

Taub, 64, is a Romanian immigrant by way of Israel who over the years has held an ownership stake in about 25 car washes in the city. When he started in the industry in 1975, most car washes were at least partially automated. Then many converted to labor-heavy detail operations, and now they're swinging back. "It's the circle of life," says Taub. "I just wish they would invent some robots."

Taub still owns three car washes – one in the Bronx, one in Brooklyn, and one in Manhattan. Three years ago he converted his Brooklyn location into a modified version of the exterior-only free-vacuum model pioneered by Benny Alford. There isn't enough space to install an electronic gate, so he keeps a couple of employees on site to direct traffic and accept money from customers.

Taub says that his Manhattan location, an enormous operation that spans the whole block from 46th to 47th Street on 12th Avenue, won't remain a car wash for long. He's already in talks with real estate developers to sell the land.

Outfits in less desirable areas of the city are also converting to other uses. Cambria Car Wash in Queens just laid off 20 workers and will soon be replaced by a pharmacy and Dunkin'

Donuts. Ofer Amar, the property's general manager, cites "what's coming with the minimum wage" as a major factor.

Taub's Bronx location is still full service, but he's considering automating there as well. The location brings in more revenue than his Brooklyn car wash, but the advantage of the latter approach is that it's "headache-free," says Taub. When the minimum wage goes to \$16 an hour, automating will be a no-brainer. "Since I have 15 guys on the property, I wouldn't be able to charge less than \$30," he says. "Who's going to pay \$30 for a car wash?"

Amir Malki, a leading car wash equipment installer in the region, says over a dozen car wash operators in New York City have inquired about putting in the necessary machinery to cut their labor costs.

One owner, who talked to reason under the condition of anonymity because he's worried about the political repercussions of speaking out about the minimum wage, says he's considering purchasing \$300,000 in equipment, which would allow him to eliminate 15 to 22 men who currently staff his full-service hand wash.

When the minimum wage goes from \$9 to \$15, he estimates that his expenses per wash will rise about \$7 to \$22, meaning he'll have to charge at least \$25 to make a profit. "Now put yourself in the shoes of the customer," he says. "The first thing they'll do is wash their cars at home. Or they'll drop from washing their cars three times a month to once a month." If he automates, he figures he could lower his price to about \$8. "That's the only way I can think of to survive."

"I can't think of any industry where the service that's provided is so expendable," says economist Boudreaux. "In economic terms, you'd say that the demand for car washes is highly elastic." In other words, the industry faces strong pressures to keep prices down, because car washes aren't a necessary service, so an increase will lead to a quick fall-off in customer traffic. That's why most can't afford to pay their workers \$15 per hour and stay in business. "Car wash operators have no choice but to automate," says Boudreaux.

Those lacking the capital or credit to fully automate can also purchase equipment piecemeal. One option is to install a Dry 'N Shine – a giant spinning wheel wrapped in absorbent materials that rolls over the vehicle to sop up moisture. Amir Malki says the machine can eliminate as many as six guys. But it costs about \$70,000 including installation, so prior to the passage of the \$15 minimum wage his New York City clients mostly held out. "They'll come around," says Malki.

Southern California operators are also starting to automate. In 2004, Tom Ennis, Jr. started construction on a full-service car wash in El Segundo, but he shifted course later that year when the Car Wash Workers Law was signed by then-Gov. Schwarzenegger, a Republican. El Segundo 5-Minute Express opened in 2006 as the first fully automated car wash with free vacuums in the region.

Since then, Ennis' competitors have been slowly following his lead. Herschel Kilgore, the designer of El Segundo 5-Min-

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Minimum Wage ...

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ute Express, estimates that in five years about 90 percent of Southern California's 1,500 conveyorized hand washes will be automated or closed, mainly because of unionization, minimum wage laws, litigation, and other regulations that are driving up labor costs. The carwashers in Southern California and New York City will have to scramble to find new jobs.

California businessman and former gubernatorial candidate Ron Unz

thinks this is "a feature, not a bug" of minimum wage laws. Writing in the *America Conservative* in 2001, Unz observed that "in today's America a huge fraction of jobs at or near the minimum wage are held by immigrants, often illegal one." Mandating higher wages would mainly hurt the "most recently arrived, especially illegal ones with weak language or job skills" – in other words, those "who possessed the weakest ties to American society."

"To a large extent, the undocu-

mented job window in America would have permanently slammed shut," Unz wrote. He even suggested that the U.S. Border Patrol will gradually become unnecessary. Unz is probably right that job-killing regulations are a more effective immigration deterrent than armed men or Donald Trump's \$8 billion wall.

Unz's economics are sound; it's his moral compass that's questionable. As for minimum wage activists and union organizers, if you take their rhetoric at face value, the reverse is true. "Every worker, regardless of what they do or where they came from, is entitled to be treated with dignity and respect," said RWDSU's Appelbaum last year.

If progressives want to get behind an anti-poverty program that would actually help immigrant workers, they should support an expansion of the Earned Income Tax Credit (EITC). Illegal immigrants are already eligible for this federal program, which provides a direct income subsidy to low-wage workers. In a May 2015 op-ed in *The Wall Street Journal*, Warren Buffett called the EITC a better way to deliver on "the American Promise" of "a decent life for anyone willing to work."

"I may wish to have all jobs pay at least \$15 an hour," Buffett wrote. "But that minimum would almost certainly reduce employment in a major way, crushing many workers possessing only basic skills."

Is it more dignified to have little pay or no pay at all? The \$15 minimum wage will be most detrimental to those men and women abroad who in the future won't bother coming to the U.S. because the American job window has been "slammed shut." But their poverty will be out of sight, never troubling the conscience of Appelbaum and his fellow progressives. ■



Jim Epstein is a writer and producer at Reason magazine and Reason.com. This story first appeared in Reason magazine and Reason.com.



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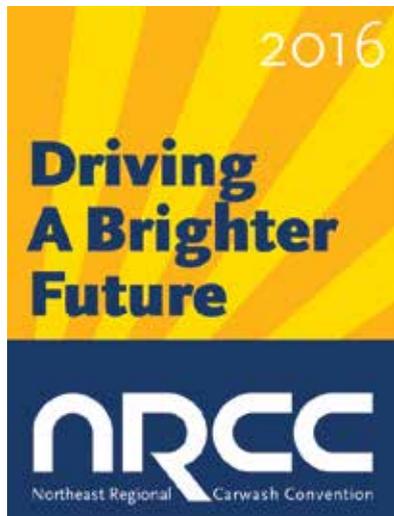
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27th NRCC Already Breaking Records!!!

The 27th Northeast Regional Carwash Convention (NRCC), September 19-21, at the Atlantic City Convention Center is already breaking records, according to NRCC Show Chairman Ron Bousquet of the New England Carwash Association (NECA), this year's host association. "Last year we featured 301 exhibits, our largest showing ever," said Bousquet. "This year we have already surpassed that number and are shooting for 350!"

The country's largest regional trade show will not only feature the most innovative and forward-thinking products and equipment on an ever-growing show floor, but it will highlight issues in its educational track that will benefit large and small operators alike. "This year our theme is "Driving a Brighter Future" and our seminars will reflect the positivity of this statement," said Bousquet.

"We want to provide our attendees with facts and information to help them grow their businesses and prosper in the future."

Seminar Lineup

The three-day event kicks off on Monday, September 19, with two concurrent two-hour seminars. The first is geared toward inbay and self-service operators and will feature a Traditional Vendor Panel of experts to answer all your self-service questions while also touching on the segment's trends led by Mid-Atlantic Carwash Association's Dave DuGoff.

The second two-hour seminar will be geared toward tunnel operators and their Preparedness for the Impending Winter Washing Season. Sonny's The Carwash College Robert Andre will lead that program with his in-depth insight into the full-service and exterior operator. He will provide tips and tricks to making the transition to winter washing a breeze.

Tuesday will bring a traditional Early Bird panel and breakfast where any and all questions carwashing are on the table. This discussion will be led by the Connecticut Carwash Association's Bob Rossini and include Fairport, NY's, Michele Landers; North Reading, MA's, Patti Kaplan; Greenwich, CT's, Brett Robinson and College Park, MD's, Dave DuGoff.

Next, Steven Jeffes, a Customer Relationship Management and Customer Strategy expert will speak on How to Create a Customer for Life. His in-depth knowledge of how to attract and retain customers will translate into more customers at your wash.

Genna Gold will then speak on How Responding to Social Media Reviews Will Get You More Business. As Yelp's Manager of Local Business Outreach, Gold will share her knowledge on how best to manage your online reputation to make more money and improve your bottom line.

The last speaker of the day is positivity expert JoAnna Brandi. Brandi, who will be making her third appearance at the NRCC will share her insights on Becoming a Profitable and Positive Energizer. In this program you will learn the positivity ratio for high performance and you will be able to create a practice of intention and reflection that will build up your energizing ability to help you "Drive a Brighter Future" for yourself, your employees and your bottom line. It's a must-see!

After the Keynote, the Award's Luncheon will include the presentation of the 2016 Most Distinguished Carwasher award and the 2016 NRCC Hall of Fame Award, the show's highest honor.

Trade show hours run Tuesday from 1:00-6:30pm and Wednesday from 10:30am-2:30pm.

After a long day on the floor and in education all are invited to attend the annual Welcome Reception sponsored by Innovative Control Systems of Wind Gap, PA. This annual event affords operators and manufacturers the chance to catch up with friends and colleagues at The Water Club at the Borgata for heavy hors d'oeuvres and drinks compliments of ICS.

Wednesday's Lineup

Wednesday brings a breakfast program and a return from JoAnna Brandi who will deliver a presentation titled Happy Employees Equal Happy Customers. This dynamic session will show us the link between employee and customer happiness and how happy, engaged employees have a much better chance of creating happy, engaged repeat customers.

Next, Christopher Hunter, managing director, strategy and development for Advocacy Solutions will present a program for the social media novice, Social Media Marketing 101: For the Beginner! He will explain how to use Goggle ads, get prime placement on search engines and what you really need to do as a small operator to get your wash in front of as many consumers as possible for a modest investment.

To register or inquire about booth space please visit www.nrccshow.com or call 800/868-8590. You can also get information on travel options/routes on the website. Discounted rates apply through September 2!!!!

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Top Ways to Create Customers and Engage Your Carwash Team

By JoAnna Brandi

A few weeks ago, I had the opportunity to attend the Total CX (Customer Experience) Leaders Conference in Miami. How lovely that it was close to my home this year. It was great to be among the leaders in the customer revolution again. I missed them last year. It was stimulating to hear what some of the top companies are doing to create more customer and employee engagement. It was great to learn more about best practices.

The case studies and keynotes were indepth and full of reminders that everything is connected and customer care is everyone's business! And of course that everything in "Experience" is based on your core values and brand promise. (Amen and hallelujah!)

It made me wonder about all the companies out there that haven't explored their values or taken time to make sure that people understand them and how to use them to make that promise (or have values but don't live them).

I liked the interactivity this year. I participated in an

exercise in which the question was, "What are the top ways to get sustained engagement and get people to come to work because they want to (nice question!)?"

Here are some of the notes from my group:

- ❖ Give people the control to fix things
- ❖ Empower people to make decisions
- ❖ Reward people for good ideas
- ❖ Consistent behavior on the part of leaders
- ❖ Leadership alignment and practicing what they preach
- ❖ Helping people fit into the whole picture
- ❖ Give employees forums to come up with solutions
- ❖ Create a safe, emotional environment
- ❖ Share ideas from the best performing teams with other teams
- ❖ Create an aspirational link to the work people do – make sure the work has meaning!

Wow! Now there is a great list! And for an even dozen to those I would add:

- ❖ Catch people doing the right things (and doing things right) and
- ❖ Be clear about your expectations and make sure they are understood.

Now you know I could go on and on with this topic, but suffice it to say there's a lot to think about right there. I'll leave you with a great Walt Disney quote I heard for the first time, "Satisfied customers are up for grabs!"

Go ahead – get beyond satisfaction! Get to some real emotions and create happy customers. Keep at it - it's a never-ending quest!



JoAnna Brandi

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

JoAnna Brandi is the Keynote Speaker at the 2016 NRCC, September 19-21, at the Atlantic City Convention Center. She will also do one break-out session so don't miss her dynamic and relevant sessions!!!

To learn more visit nrccshow.com



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Dear Venus and Mars,

In this crazy election cycle, how do you see each candidate affecting the industry if they take office?



Heather Ashley

Venus Says

I hesitate with this response because I know how many of you are truly sold on the ideas the candidates have given you.

We should all remember that what is said during a presidential campaign is often not what we get when it comes to having that candidate as President. I mean, how many times have you heard promises from a candidate that sound glorious, only to later see that those promises aren't really followed through on once they are in office.

So, the only thing a true factual person can go on when selecting a leader is past history. With that being said, I could conclude my remarks as you I think you know where this is leading.

Clinton

I see employment in general staying the same. I imagine better health benefits for employees, minimum wage communications continuing and in general things that will help those employed. Her small business agenda may serve to help smaller businesses with tax breaks, but it remains to be seen what those might be.

Now, if the minimum wage and stricter work requirements continue, I see job loss in the future as more of us look for ways to automate what we do, use flexible scheduling techniques with employees, and even start to do more hands-on ownership. After all, many of us are still looking to cut costs. From her past dealings, I envision murky waters and businesspeople not knowing exactly how these changes will affect them until it does; kind of like a smoke cloud effect.

Continued on next page ...

Mars Says

Well, this is a great question and not so easy to answer because with politicians you just don't know who is telling the truth or who is going to keep their word. This election year is volatile, as the country seems more divided than it has been in a long time. We have Donald Trump the billionaire businessman who claims he is going to "Make America Great Again." However, many of his ideas are so extraordinary, while his unique way of speaking to people may prove difficult for him to get many of these things accomplished. Then you have Hillary Clinton, the life-long politician who is intent on continuing many of the policies of the Obama administration.

I am not an expert or even an avid follower of politics. But from what I can see, the two major impacts on small business from this election will be higher or lower taxes and the continuation or dismantling of the Affordable Care Act.

Republican Donald Trump has made his name creating a real estate empire. However, almost none of his business endeavors could be qualified as small business. However, he does claim to have the interests of small business owners in mind.

Trump's biggest appeal to small business owners is his stance on taxes. He has said that he will slash the corporate income tax rate from a high of 35 percent to a maximum of 15 percent. He has said that no business of any size will pay more than 15 percent of their business income in taxes.

Clinton has said that small business is the engine of the economy. She has listed some points to helping small



Paul Vallario

Continued on next page ...

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

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

Take the personal and personality stuff out of the picture right now. Think about how many times you have met someone who you initially cannot stand. As a woman, I feel this most of the time. The person comes across as brass, sometimes vulgar, not a person I would choose as a “friend” right away, and even those that see women as a lesser being. We are shunned from certain conversations, you go around us with snide emails as if to double check and even when given a power or office, the previous male counterparts or the upcoming male counterpart will often vie for making decisions that should belong to the person holding that office.

So, for all of that hurt and wrong that a woman feels sometimes on a weekly basis, I ask you to take your own hurt feelings out of this picture because life is not about your feelings getting hurt and certainly shouldn't play a role in picking our next President.

Those individuals (usually men, but not always) that seek to have power over others, really do have great qualities that can lead this nation. In fact, the ones who have given me the most grief in life often are highly educated and successful. I eventually forgive and try to give the respect that I myself would expect. “Humble pie” my brother calls it.

Based on past history, Trump can help revitalize the workforce. He is great at creating energy and even better when throwing out ideas. I see legalized immigrants working here, illegal immigrants being denied jobs (but hopefully allowed the chance to legally immigrate), Americans returning to those labor-intensive jobs, and reducing the unemployment benefits making it more enticing for Americans to work. Knowing the global market like no other President before him, he will help us get our jobs back and put America back to work.

He has had business failings, but so have most of us. Who better to lead a nation in crisis than one who has weathered his own crisis. Trump has done bad things (too many to list say some) and he talks ugly and picks on people. I think we all probably have done those same things.

Regardless of who wins, I hope the supporting people in the Senate and Congress help us to get back to a nation that works. To those of us who are actively working it seems everyone is looking for a handout, a time for getting a government check so they won't have to work as hard. Meanwhile, we are working all of the time, paying taxes that go to them, they are eating more food and sometimes better than we are. And I am convinced they don't have as much stress because they can sit home and drink a six pack not worrying about going to work tomorrow.

And by the way, now you know why women come across as being mad all of the time! ■

business owners if elected. Some of them are greater access to financing of minority- and women-owned businesses. Providing tax relief for only small businesses that pay higher tax rates than large corporations. However, she has made no promises of providing tax relief to the small business sector as a whole. So, if elected, I would expect very little corporate tax relief.

The other major difference between the two candidates that will affect many small business owners is their stance on the Affordable Care Act. Trump has vowed to dismantle the controversial health care act and make medical insurance more affordable. Conversely, Clinton has said she will continue Obamacare and perhaps even expand on it. Although many small businesses are exempt from the significant financial requirements of the law, it is still a burden to many. If your business employs fewer than 50 employees you are exempt. There are, however, many carwashes with multiple locations or profit centers that are not exempt. It is also a major deterrent when considering expanding and opening other locations.

I believe these are the two major issues for small business owners to watch in the lead up to November. ■

Are You The Reason Your Employees are Miserable?

Most managers don't set out to make their employees miserable. It happens when you're not paying attention to your actions, and if you don't do something about it, your employees won't be motivated to work hard or stay around very long. If you don't want your workforce to hate their jobs, and you, be mindful of the following.

- **Employees and mind readers.** Make sure your instructions/expectations are clear. Don't make people guess what you want and then blame them for not delivering it.
- **Shifting goalposts.** Employees grow frustrated quickly when their job changes without warning. Set firm objectives, and stick to them.
- **Management by fiat.** Expecting instant obedience just because you're the boss is a surefire strategy for resentment/disengagement. Explain the reasons behind your decisions, and, whenever possible, involve employees themselves in setting goals.
- **No big picture.** Employees want to know that their work is important.
- **Pride is lacking.** A sense of accomplishment can spur employees to bigger things. If you don't take the time to show some respect and appreciation for their efforts, they'll feel that their work doesn't matter. ■

Have You Been Labeling?

By Gary Sokoloski

Have you ever stopped and wondered what wire went where and what valve did what? I have. While installing a piece of equipment or doing repairs or modifications to a location, it is always so easy to say, "I'll remember where that goes or what that does." The problem is, what will the next person do when they open a control cabinet or try to turn a certain valve on or off? However, with proper and extensive labeling and tagging of wires, valves, circuit breakers and other items, you can drastically reduce time, confusion and repairs in the future.

Looking at an electrical layout of any given location should be as easy and 1, 2, 3. If the circuit breakers in the electrical panel, as well as the device on the other end, are properly identified with a circuit and panel number, it takes the guesswork out of troubleshooting or disconnecting power for a particular device.

Here is a breakdown of the labels for a 3-phase drier motor coming out of a 480-volt panel:

- ❖ The electrical panel itself should have an identifier on it (P1/480V) for Panel 1 and 480 Volts.
- ❖ The circuit breakers should have labels on them indicating C1, C2, C3 for Circuit 1, 2 and 3.
- ❖ The wire connecting to that circuit breaker should be labeled P1/C1, P1/C2, P1/C3 (on both ends of the wire).
- ❖ The motor should have a label or weatherproof tag stating it comes from Panel P1/480V and inside where the wires connect to the motor should be labeled P1/C1, P1/C2, P1/C3.
- ❖ The ground wire should also be individually identified as P1/C1, C2, C3/GRND. Some may argue a ground is a ground and does not need specific identification. I would say on a Saturday afternoon when you need a spare wire to swap out, "It makes a big difference and just label the wire."

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By identifying all of the circuits at their source and destination, it cuts down on endless troubleshooting and tracing of wires and circuits. This also applies to all of the low voltage or control voltage that comes from your carwash controller to the carwash itself. Through being proactive by labeling and identifying panels and locations, it makes the process of adding options or repairs down the road so much easier. If possible, make an Excel Spreadsheet or some sort of spreadsheet while installing the equipment for future reference.

This should also be considered for all the other cables and lines you are running or have at your carwash. CAT V communication cables should have the router location and I.P. addresses on them. Low-voltage cables running to water tanks or solenoid valves should be identifiable by sight. You shouldn't have to physically follow the cable back to its origin or destination. It should be written on the cable. The same goes for all of the lighting and general-purpose outlets at the wash. It is much easier to look at an outlet that isn't working that has a label stating P2/C12 than to go looking through every panel in the building looking for the one that is tripped.

Identify Everything!

Now that all of your electrical items have been properly labeled and recorded, it's time to start on ALL the other items that need to be identifiable. Instead of walking around the equipment room trying to see where that water line comes from, put a label and direction of flow on it.

Starting with the incoming water supply to the building, label the pipe and direction of flow. Do this until the end of the line. If you use multiple types of water, be sure to include the description and direction of flow that is going in a particular pipe. Some examples are:

- ❖ Incoming Cold Street Water
- ❖ Incoming Hot Street Water
- ❖ Cold Soft Water
- ❖ Hot Soft Water
- ❖ Cold Reclaim Water
- ❖ Hot Reclaim Water
- ❖ R.O. Water (Reverse Osmosis)
- ❖ R.O. Reject Water (Reverse Osmosis)

All of these could possibly be used at one location and have many different flow directions.

In addition, label the airlines to make sure there is no misunderstanding about what is in the pipe. Copper piping is commonly used for both air and water. Be sure to label the flexible lines that attach to the hard piping, as well.

Identifying all of them takes the guesswork out of it later.

Finally, label all of the chemical lines that are needed to deliver the soaps, waxes and other cleaners. These should also be labeled at their source and destination, as well. Just because you know it is a Blue chemical today, doesn't mean the color of the product will not change, or someone else might be trying to adjust or troubleshoot a problem.

Now that you know, go out and get yourself a good label maker. Possibly even purchase some of the larger and more directional labels from a local sign shop. Start identifying items now so that when the lines are to the street, and you need to know where circuit such and such is, or what that valve does, it is clearly stated on the wire, switch or pipe for anyone to see. ■

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



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Options Abound with Disposable Towels

By Valerie Sweeney

Disposable towels, or non-wovens, are used in many different areas of the carwash. Some washes use more of them 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. Non-wovens typically cost between \$.05 and \$.15 per wipe depending on size, durability, packaging and thickness.

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

DRC, or double recycled cellulose, is a very soft, absorbent disposable wiper made from wood pulp. It has a wide 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.

“Disposable towels/wipes also help to prolong the life of your terry and microfiber towels.”

Hydroknit

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 thicknesses and colors available (often red, white, or blue), and can be found as a quarter-fold, flat, or even convenient jumbo perforated rolls.

Disposable Towel Applications

Courtesy towels are used by many carwashes throughout the Northeast. These are disposable wipes that you give

Continued on page 34 ...

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Towel Tips ... continued from page 32.

your customer. These wipes/disposable towels are given to people who want to touch up a spot on their car (especially on their windows). Courtesy towels help to prevent customers from “borrowing” your towels and “forgetting” to give them back. Some carwashes set up dispensers that 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.

Oil/Lube Centers

Disposable wipes are also very popular in 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.

Windshields

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

Detail/Dash

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 800/225-8473 or erc@ercwipe.com

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The Politicizing of the Sign

By Perry Powell

In life, most things are circular. The use of signs have a cyclical political life also. By the time this article reaches the reader, our country will be in the full throws of a presidential election. Millions of voters and all candidates will have been displaying their choices and promoting those choices to the public through the use of signs.

By now, one could traverse any street in the country and find every corner with signs telling us how each politician will save us from their opponent. The ironic hypocrisy of this event is that many of those who are using signs to get elected to their post will use the power granted them to deny businesses in commercial districts the appropriate signage needed to maximize profitability.

Many sign regulations begin the language with a "Statement of Purpose." While many of those statements are aimed at aesthetics and safety, many others state that the "proliferation of signs" are the reason the regulation of signs is necessary.

In most regulating bodies, the administrative planners propose new codes to elected officials. These codes are then voted on by officials with an unhealthy connection to the wishes of the planners and a slanted view to the need for

these codes. All too often there is no opposing viewpoint for these officials to consider.

All the while, these elected officials, when running for office or re-election, proliferate every possible location and roadway with their name and promise.

The issue is the "scrutiny" of the use of free speech. In Federal Court, commercial signs face a medium scrutiny test verses a strict scrutiny test for political signs. The more likely the restriction is to impose on the free speech of the individual the greater the scrutiny.

Rulings by the US Supreme Court have granted greater "Free Speech" to political signs as a class than commercial signs. Because political signs are not simply tied to elections but can also be tied to political views, the courts have had greater difficulty placing specific regulatory boundaries around these signs.

So the same person who got into office on the back of the proliferation of signs, now may over-regulate your single commercial sign. It goes further, the regulator cannot regulate the content of your sign but may regulate the scope.

If your business uses a changeable message sign and talks about the work done on the business property, that is allowed but the minute you display a message for services not on that specific property then that on-premise sign is considered to be an off-premise sign and may be regulated under the most strict regulations of a billboard classification.

The gray area comes in when the business owner puts a message on the sign for non-commercial purposes. If you are supporting a first-time office holder on your sign, the incumbent could request that the sign inspector pay you a visit. While this is not legal, it does happen.

A case in Florida demonstrates the inequality often seen in cases of political conflict. A chiropractor started using his message sign to oppose city council on its regulation of the sign. The city placed a limitation on commercial signs with regard to the frequency with which messages changed. The city allowed certain city owned facilities to change their messages more frequently than the doctor.

The city fined the doctor who took the city to court to oppose the fine on the basis of his first amendment rights. He won the case resoundingly.

Life is not always fair, clearly. It is pure irony that elected officials use signs to achieve their objectives and deny business the right to do the same.

Perry Powell is a carwash consultant. He specializes in structuring quick turn arounds, business models, management methods and sales processes using the consumer behavioral science of Neuro-Marketing. He produces science based signs and has vast experience expertly represents clients at variance hearings. He can be reached at 817/307-6484, perry@perrypowell.com or www.perrypowell.com



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Nashville Rocked, LED's Reached Fever Pitch

By Doug Rieck

I never thought I could say that Nashville was definitely better than Las Vegas, an alternate location for "The Carwash Show", but this May's trek back to Nashville after many years away, was awesome.

The International Carwash Association (ICA) has a winner in Nashville, in my opinion. For us East Coasters, Nashville is an easy, short and inexpensive flight. The town is wonderful and truly deserves its reputation as the Music City. The new Music City Center, where the show was, is easily the nicest venue we have visited and the town is completely walking accessible. The only glitch was in the housing, with everyone seeming to be at a different hotel. But we saw several new hotels being built around the convention center so hopefully when we return in 2018 that won't be such an issue. I definitely want to go back, and am looking forward to it. My wife really wants to come next time and even my 13-year-old daughter is showing interest. This year to keep family peace I did buy my kids some cool Music City T-Shirts at the airport!

The last time the ICA show was in Nashville was in 1999. That show was held in the Opryland Hotel, and while I like all

carwash shows, typically, I was delighted that they secured a newer, more modern venue this year.

What was not to like in Nashville? The first day of the show there was an outdoor block concert by country legend Keith Urban next to the Convention Center. (The show floor was a little bit quieter during the concert!)

The opening night event was another outdoor concert by American Idol contestant in Season 5, Kellie Pickler. My wife and her sister were really annoyed that they were not there for that event! What was really neat about the location of the Convention Center and downtown was that it was a very short walk where you could frequent a boot store, restaurant or Honky-tonk tavern within a stone's throw of each other. Convenience and ease of accessibility was much appreciated.

Yes, there was even carwash equipment at the show and education sessions that had been improved upon over previous years. Life did have a purpose other than sightseeing, eating, drinking and catching up with friends. The Keynote Speaker was retired Admiral Scott Moore, a former SEAL. His story was inspiring and in this day of waning patriotism,

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refreshing. Just as nice was the standing ovation he got from attendees.

I attended five educational sessions. One of the more productive sessions for me was on Social Media. You have to have it and you have to work it. You have to respond to all Google or Yelp reviews – good or bad. The key to the whole program is a good mobile-friendly website. I'm afraid that most of us need to get on board and stop saying that our wash is too small to market using social media or a website. It's just not true.

Moving over to the show floor, I'd like to state that I am going to mention some specific vendors. There is just no other way to write this column and talk about the show. I like all carwash equipment and would gladly own one of everything, but that isn't reality. I apologize if I neglect your favorite, it is my loss. I do not "endorse" any one particular vendor over the other. Please visit carwash.org to see exactly who exhibited at The Carwash Show™ and make your own decisions.

I would characterize the show floor this year as the revenge of the LED's. The use of color and light has reached a fever pitch. It's honestly a game changer for tunnels. All the OEM carwash equipment now have visual shows integrated into the wash process.

There seems to be two schools of thought on LED usage from two major manufacturers. The first is to integrate LED's into a new generation of equipment. Belanger developed a new revolutionary line of slow-turning foam brushes which have controllable LED's on the brush core and black foam wash media. They call this SpinLite™. The slow-turning brushes have a very different configuration that is supposed to offer much better cleaning. With the visibly slower speed it almost appears as if your vehicle is being caressed as it moves down the tunnel.

The second is to use LED's to accent and show off existing equipment. This school of thought is exemplified by Sonny's, which has built a great and well thought out system using colored LED lighting with tubes and strips mounted next to the equipment to showcase the cleaning process. Both

schools are effective and represent a big leap in "customer show." Which concept is better? It depends. Both are infinitely better than a drab carwash without any show.

Can you teach an old dog or carwash new tricks? The answer is YES! There were many displays of LED's. TSS had so many different displays that my eyes got sunburnt.

In LED carwash lighting, there are three basic grades based on wattage. Cheap (lowest wattage), Good (medium

wattage) and Deluxe (enough power to blind a police car)! Our Northeast's own G & G LED now has a line of color LED's. And, of course, Sonny's has their own as well, in addition to other vendors.

My takeaway is that the carwash visual show has reached a new level with effective integration and marketing. If you don't do something, you will loose millennial customers and of course families with kids. Producing a clean car is essential, of course, but

Continued on page 40 ...

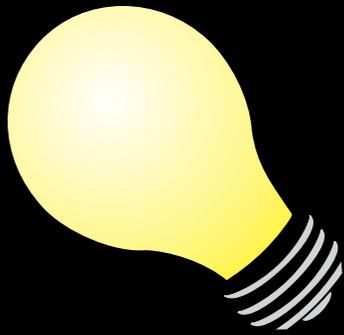


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Talk Internet for Car Washers

Doug's Perspective ... continued from page 39.

carwashing has been about "show" from the start. Why do you think we have had two movies made featuring carwashes? Think of this as carwashing's version of HD television or watching a 3D movie.

Some other stuff I saw on my travels over the expansive show floor: ICS' simple EMV chip card swiper upgrade for both the EXP and the FLEX. I can now be fully PCI compliant, and able to accept chip cards at a price that seems very reasonable.

On the subject of PCI compliance, I saw that Washcard Systems is offering a new and very nice "budget" self-service bay swipe system that is PCI compliant. For our suppliers to achieve PCI compliance is very important as it protects us and them. There is a lot of dissension with some saying that it is not needed. I am not qualified to judge the issue, but advise caution. It seems inevitable to me as The Big Box retailers tighten up, the scammers and crooks will start targeting the little guys. In my market over the past six months I have seen several Big Box chains turn on their chip readers. Now not having EMV you are the oddball, and the processing time for EMV is much faster.

Cat Pumps has a new version of their venerable 310 pump. It is stamped BQ on the head. It is washout proof and has a quiet version. This is a big deal for many of us in the self-serve industry. Their existing 310 has had a washout issue but it was quieter than the 5CP model. This upgraded pump is not only washout-"proof" but quiet. Make sure you ask for the BQ version.

I operate inbays and was fascinated by the LED floor strip lights that Hydro-Spray is offering for automatic bays. It is a great idea and it should speed up loading and keep cars centered.

At the Sonny's parts display I saw something really neat. They have hydraulic push-on fittings that fit on half-inch Synflex® hose. It is sort of like the push-on poly tube fittings or the SharkBite used on PEX Plumbing – a great convenience and timesaver.

The Northeast Regional Carwash Convention (NRCC) is coming early this year, September 19-21. The shore weather is always great at this time of year so think about bringing a spouse or friend and lots of your staff. Remember the shore's motto, "Better in September." I am looking forward to the Atlantic City Convention Center and the 2016 NRCC. It's already exceeded last year's exhibit numbers (with more than 310 booths at this writing) so make sure you come out and take advantage of some great learning and outstanding vendor displays! I will see you in AC!



Doug Rieck

Doug Rieck operates Magic Wash in Manahawkin, NJ, and is a past president of the Car Wash Operators of New Jersey. He also sits on the CWONJ and NRCC boards of directors. You can reach him at 609/597-SUDS or dougriec@gmail.com

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PRESIDENT’S COLUMN

Opportunity knocks – do you answer or are you so consumed with the day-to-day minutiae that you didn’t hear a thing, or worse, you completely forgot there was a door? It’s tough when some days we’re completely consumed with “putting out fires” and others we’re just trying to keep up with the current demands of customers and vendors. This is where planning comes into the picture. I know this isn’t rocket science, but it is still business, nonetheless, and too many embark on our industry with a disengaged, hands-off attitude. There is a lot of missed opportunity in the carwashing industry and that’s truly unfortunate. I find a significant number of individuals in our industry possessing a “glass half empty” mentality and an overall discouraged outlook. As with any business, we get what we put into it, so if our efforts are nominal, so too will be our returns. Having an annual business plan, regardless of the business, is key to progress and success. A plan forces us to lift up our heads, assess our achievements and evaluate our efforts so that we can alter our activities to assure they are yielding the results we desire. It goes back to the Benjamin Franklin quote, “if you fail to plan you plan to fail,” and it is so true.

The carwashing industry is unique in that we are ever at the mercy of an obstacle outside of our control – the weather. Surely, weather presents some of our most significant challenges, but it presents some opportunities as well. Having an annual business plan in place puts us in a better position to take advantage of those types of opportunities as they are presented. Establishing an annual plan, and sticking to it, provides a platform of organization and a game plan for activity so we are more aware of and receptive to opportunities as they cross our paths. These opportunities might not be a “make-or-break” deal, but in our business any opportunity has the potential of having a positive impact on our bottom line.

I’ve served in a leadership role with the Carwash Association of Pennsylvania (CAP) for many years, as I believe it is important for us to be formally organized to safeguard the livelihood of our industry as it exists in Pennsylvania. Sharing best practices and industry information is an important part of this and it is my hope that our CAP members engage, understand and appreciate the value of this as well. Please reach out to us if you’d like to get more involved or would like additional information.



Keith Lutz
CAP President

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Please complete registration form, include your address & return with payment by September 30th, to CAP, 430 Franklin Church Road, Dillsburg, PA 17019. Make all checks payable to Carwash Association of PA.

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PRESIDENT’S COLUMN

My oldest is off to college this fall, a new chapter in both of our lives. The work and preparation was immense, yet the result is so rewarding. The process is instilled in my brain for so many good reasons, and now I’m using that “process” for the wash in preparation for a busy winter washing season (I hope!). The big question will be whether we are washing cars this Christmas or back on the golf course, cursing the weather due to a lack of snowfall.

Speaking of snow. Is it going to be an “every other” year event for East Coast carwashers? But needless to say, we all still need to be prepared and ready to rock and roll if Mother Nature cooperates! As I learned from the college entrance work, I will be smiling when all the wash prep work is done with anticipation of that first flake. But, if there is no snow, we can always work on our golf game!

You are probably asking what can be done differently to prepare for this winter? Consider adding de-salt functions to all wash categories – from self-serve bays to tunnels. Refine your upselling. Train your crew to better assess a vehicle’s needs and convey those needs to your customers. The options are endless, but need to be done to ensure that you are on top of your game and providing your customers with the best service and products.

Happy washing or happy hitting; still to be determined, but be prepared either way!



Bob J. Rossini

Bob Rossini
CCA President

PS!

See you at the NRCC, September 19-21, to get other great tips to make sure you are prepared for winter washing during Robert Andre’s program on Monday, September 19, from 4-6 pm, “Are You Truly Prepared for a Busy Washing Season?” To register visit nrccshow.com by September 2 to get the best price!

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Contact: Suzanne L. Stansbury, Executive Director

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CCA MISSION STATEMENT

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

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Sales Tax Fight Continues into Fall and Next Legislative Session

By P.J. Cimini

The State Legislature adjourned in May without voting to take up and repeal the sales tax on carwashes. Despite the intense lobbying by CCA members and some initial success early in the session, the General Assembly was unable to address any of the sales tax issues they had hoped to address, and the carwash exemption and others fell to the floor in the face of deteriorating state tax revenues and worsening fiscal situation.

Earlier in the session, thanks to the hard work of the CCA leadership and key participation by board members, we were successful in getting the repeal of the sales tax on coin-operated carwash services included in the Democratic tax package that was reported out of the Finance Committee in April.

House Bill 5046 included the provision in Section 12 for the Coin-operated Car Wash Exemption. That section of the Committee's tax package exempts coin-operated carwashes from the sales and use tax. Much of the success of this effort was due to the strong and ongoing support of State Representative Jeff Berger (D-Waterbury), the House Chairman of the Finance Committee. Representative Berger has been our strongest and most consistent supporter in our repeal effort and his continued leadership has a major reason for the Committee's focus on our issue.

Now the fight moves to the fall of 2016 and lobbying and advocacy work in anticipation of the 2017 session. Much progress and success was achieved this session even without the ultimate passage. The final State Budget did not include any of the other sales tax fixes or exemptions in the current budget year.

This is a tremendous achievement for the many members of the industry and association who pitched in to help lobby and testify in support of this repeal effort. While the Committee vote was a statement by the General Assembly about the importance of lessening the burden on carwash operators, there is still a large deficit that will have to be settled before we start the 2017 legislative session and attack the issue again next year.

Outgoing CT Budget Deficit Swells

Eroding state income tax receipts not only widened the deficit in the outgoing fiscal year, but threatened to punch a hole in the new state budget 12 days before it begins. Malloy's budget office announced the red ink in the 2015-16 finances worsened over the past month by \$56.7 million – a problem driven largely by a \$75 million drop in projected income tax receipts. And since prior year's income tax re-

ceipts are a crucial factor used to project likely revenues in the following year, the new forecast raises questions about the stability of the \$19.76 billion budget Malloy and Legislators approved recently for the fiscal year beginning July 1.

The General Fund, which covers the bulk of operating costs in the annual budget, is now expected to finish 2015-16 nearly \$316 million in deficit, Barnes projected in his monthly budget report to Comptroller Kevin P. Lembo. Though the fiscal year ended June 30, Lembo won't officially close the books on 2015-16 until September. That new deficit projection, up from about \$259 million, represents about 2 percent of the General Fund.

More importantly, it means the state likely will draw more than anticipated from its emergency reserve, commonly known as the Rainy Day Fund. Holding a modest \$406 million, the reserve is expected to be down to \$90.2 million after the deficit is eliminated. State government would enter the new fiscal year with a cushion equal to 0.5 percent of annual operating costs. The comptroller's office recommends a reserve of 15 percent.

Revenues for 2015-16 came in about \$600 million below projections both from the administration and from the Legislature. Further complicating matters, a last-minute drop in anticipated income tax receipts is not the only problem threatening to push the next state budget into the red.

Legislators built a much more aggressive savings target involving labor costs when compared with the Governor's plans to shrink government. And those plans are progressing much more slowly than Malloy anticipated.

The Governor had said he expected 1,900 to 2,000 layoffs to be issued by June 10 – to ensure maximum savings in the fiscal year starting July 1. These, coupled with spring retirements and hiring restrictions, would eliminate 2,500 jobs by June 10. According to the Legislature's nonpartisan Office of Fiscal Analysis, just fewer than 2,000 layoffs would save \$133 million per year.

The new \$19.76 billion budget Malloy and Legislators crafted for 2016-17 cut \$255 million from departmental salary accounts and also assumes the administration will find another \$69 million in "general employee" savings.

CT Drought Advisory Issued

Connecticut Carwash Association (CCA) members are watching State Policymakers' approach to a worsening drought situation. Connecticut is now six inches below normal rainfall levels for this point in the year and state health officials recently issued a "drought advisory." State



Public Health Commissioner Dr. Raul Pino has publicly stated that, although Connecticut's larger reservoirs and water systems now have adequate supplies, "People should be conscientious about their water consumption," to avoid potentially serious drought conditions later this summer.

The U.S. Department of Agriculture's "Drought Monitor" service shows most of Connecticut as "abnormally dry" and that "moderate drought" conditions exist in portions of northwest Connecticut and lower Fairfield County.

Normally, the weather station at Windsor Locks would have recorded 21.69 inches of precipitation between January 1 and now, Belk said. The actual precipitation amounted to just 15.65 inches. The Windsor Locks station records show rainfall is already 2.17 inches below the normal average for the month of June alone.

The Metropolitan District currently has "no water use restrictions" in place for its customers in the Hartford region. The utility's reservoirs, which serve water customers in 13 Hartford area cities and towns, are now at 94.58 percent capacity.

State health officials have issued their drought advisory because five of the state's seven "drought benchmarks" have now been met, including low precipitation and stream flow, as well as fire danger. Two other benchmarks necessary to declare a drought – declining reservoir levels and a drop in the "crop moisture index" – have not been met, according to the health agency. Similar advisories had been declared in 2002, 2007 and 2010.

CT Economic Update

The Connecticut Economic Digest's recent review of national and state economic statistics finds reasons for cautious optimism about the national and state economy. The Digest, which is published jointly by the Departments of Labor and Economic and Community Development, reported that the nation's Real Gross Domestic Product is expected to increase by almost 3 percent this year, possibly reflecting the impact of the 11.4 million jobs created since the last recession ended.

The Manufacturing ISM Report on Business and the Purchasing Managers Index also see continuing improvement. The former "reported the 77th consecutive monthly expansion of the overall economy into November 2015," and the latter's index "indicated growth in manufacturing for the 34th consecutive month."

Connecticut's economy also registered some good, if modest, numbers. Connecticut's gross state product

increased 0.6 percent in 2014, the latest year available, and the labor department sees personal income increasing 2.5 percent by March 2016. The economy regained almost 85 percent of the 119,000 jobs it lost during the 2008-2010 downturn.

But, as the Digest points out, "The state's fiscal outlook was tempered in 2015 as evidenced by a FY 2014-15 deficit of \$113.2 million, based on Generally Accepted Accounting Principles." Other factors at play include "future Fed interest rate hikes, immigration reform, Eurozone debt, and China's growth prospects, as well as geopolitical risks to the global economy in the Middle East, Europe, and Japan." ■



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

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Meet New CCA Board Member Jim Dorsey

CCA

By Alan M. Petrillo



Jim Dorsey

Q. What company do you represent?

A. Simoniz USA in Bolton, CT

Q. How long have you been in the carwashing industry?

A. I've been in business 105 years. Since 1911.

Q. Tell us what your business does.

A. Simoniz is a chemical manufacturer for diverse markets such as Car Wash, Detail, Janitorial, Retail and aftermarket paint and fabric protection.

Q. How did you get into the industry?

A. Besides having a passion for the automobile, I was a communications sales representative for AT&T. Simoniz was a customer I had established a great relationship with and the progression to working with the company was natural.

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

A. To increase my knowledge and understanding of the challenges my customers face across the state while also having the opportunity to offer my knowledge and experience to the association.

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

A. I believe it is important to be involved with an organization in my field so I can further provide my customer base with information and another service that can benefit their business.

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

A. Making Connecticut a greater place to own and operate a carwash.

Q. How is business in 2016?

A. Business in 2016, I see, has been prosperous although it has continued to be challenging. With all the daily issues washes are currently faced with such as the increase in the minimum wage and the sales tax that was reimposed on operators in the state, it's a tough place in which to operate. There are many unfair burdens being placed on these small businesses.

Q. What are your biggest concerns as a vendor? What challenges do you face?

A. My biggest concerns are my customers being overwhelmed with industry issues that can hurt or even put them out of business. As a vendor my challenges will be to stay in touch on what is happening in this industry, keeping my customers engaged, and being a valuable resource for them. ■

“When you have collected all the facts and fears and made your decision, turn off all your fears and go ahead!”

- George S. Patton Jr.

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Association Loses Long-Time Member, Friend Andy Jackie



Andy Jackie

Andrew “Andy” Jackie, 72, passed away at his home in Plainville, on May 24, surrounded by family. Jackie, who fought a valiant fight with cancer over the last three years succumbed to pancreatic cancer but spent his last days surrounded by those who loved him.

Born in New Britain on March 12, 1944, he attended New Britain High School and later served in the National Guard. He worked with Fafnir and New Departure before becoming a partner in business with his brother in Sno-White Car Wash, which he owned until his death.

Jackie was an active and loyal member of the Connecticut Carwash Association (CCA) and loved the carwash business. “He was certainly the bright light of each meeting he attended,” said CCA Executive Director Suzanne Stansbury.

“Andy always had a story to tell (always!) and did so with a smile on his face. We will all miss him very, very much.”

He was also passionate about sports and loved the NY Yankees, NY Giants and UConn Huskies. Jackie extended his love of sports and coached for the Plainville Alumni Baseball League for many years.

Jackie is predeceased by his parents, John and Helen, and his brother Bob. He is survived by his wife Nancy, his high school sweetheart and the love of his life; two sons, Phil and Paul; daughters-in law Andrea and Barbara; two sisters, Judy and Kathy; and brother John. He also is survived by seven grandchildren. He also leaves behind beloved family grand-dogs Mugsy, Mars, Molly, Maggie and Blue. ■

Donations in Andy’s memory can be made to
The Lustgarten Foundation at
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Personal Touch Car Wash Opens Newest Location In Providence

By Alan M. Petrillo

Personal Touch Car Wash has expanded its footprint in Rhode Island, opening an express carwash on Killingly Street in Providence at the end of December 2015.



The newest Personal Touch is in Providence, RI.

The new express wash brings Personal Touch's locations to a total of 12 – two in Rhode Island, one in Springfield, MA, one in Port Charlotte, FL, and eight in Connecticut. The carwashes include six full-service washes, five express carwashes and one flex serve.

Vinny Porzio, Jr., who owns Personal Touch Car Wash with his uncle, Dominick D'Agostino, said he likes the Rhode Island market area, which was one of the reasons for locating a new carwash there.

"We already have another new express wash in the works in the Providence area," Porzio said, "and have a second wash in planning, but the type of wash will depend on the specific area we choose and its potential clientele."

The Killingly Street Personal Touch location has a 140-foot tunnel for express washes, express detailing available for those who choose it, and 23 Vacutec double-hose turbo vacuum arches that are hooked up to a central vacuum unit and are provided free for customers.

Porzio said the newest Personal Touch carwash is technologically advanced, using the latest equipment in a glassed-in tunnel that provides a lot of natural light, all LED lighting, and a new technology chemical distribution system from Simoniz USA.

Porzio pointed out that the new carwash took more than three years to get built, from concept to completion. "We had four lots that sat in two towns, Providence and Johnston, that we had to combine into one large parcel," he said. "We're at an on-ramp to Route 6, so state property is our abutting neighbor, and there is a lot of residential in the area. We had to put in a traffic light so the Department of Transportation was involved. It was a very long, complex process."

While Personal Touch has three different types of carwashes in four states, Porzio said he felt the Springfield, MA,

The wash features a 140-foot express tunnel, express detailing and 23 vacs.

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This is Personal Touch's 12th location in four states.



location needed something in addition to the express wash. So he added an in-bay automatic and self service bays.

“It was a way to attract a different group of customers,” Porzio observed. “It’s been very successful for us. You have to remember that customers have their preferences in carwashes. Some will always prefer a full-service wash where they get out of the car and have the vacuuming and windows cleaned for them, while others want to ride through the carwash and be in and out; speed is what they are looking for.”

Personal Touch Car Wash uses multiple marketing channels to get its name and carwashes in front of customers, Porzio said, including newspaper advertising, network television commercials, its website and online advertising. “We do some couponing, but haven’t done a lot yet in Rhode Island,” he said, “but we will be doing so in the future.”

Porzio noted that Personal Touch has a uniform pricing policy at each type of carwash at its various locations, with all packages having the same options. Such pricing makes it easier for the customer, he added, causing less confusion and making it easier to complete the transaction. ■

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 to be published this summer, A Case of Dom Perignon, all available at www.amazon.com.

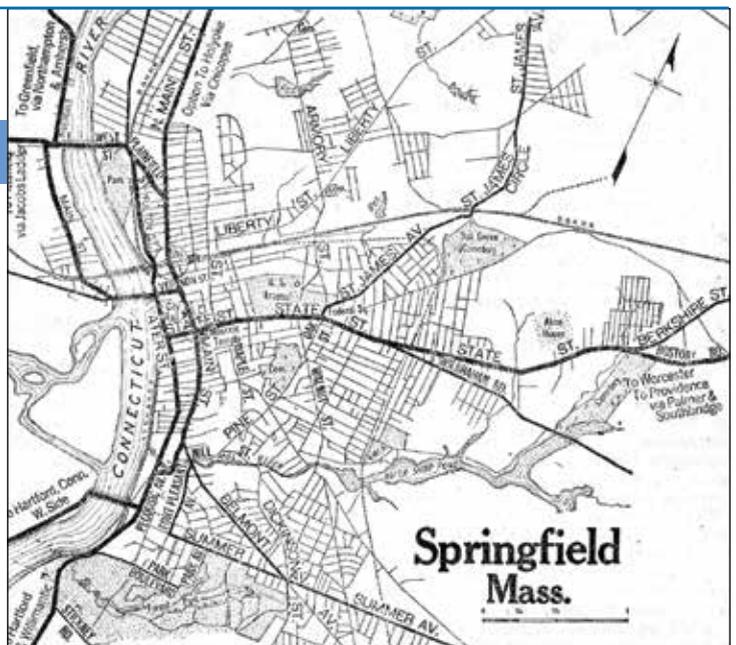
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Millerick Appointed CCA Membership Chair



Congratulations to John Millerick, of C.A.R. Products, Holyoke, MA, who is in charge of National Sales and Distributor Development for southern Connecticut and Westchester County, NY, who was recently appointed CCA Membership Chair. ■

CCA 2016 Scholarship Winners!

Congratulations to Brynn Kelly and Heather Hoopes, both affiliated with Kleen-Rite Corporation, on being selected the 2016 Kenneth M. Gustafson Scholarship Award Winners. To date, the CCA has bestowed **\$25,000 in Scholarship money** to deserving recipients who are continuing their education past high school on a full or part-time basis.

Applicants are evaluated based on their high school standing, leadership capabilities, community involvement, strength of character, personal achievement, plan of study and future goals.

The scholarship is awarded to individuals who, through their work in the community and at a CCA business, have demonstrated excellence and a genuine desire to expand their knowledge. The scholarship was instituted in 2004. ■

To learn more visit www.washcars.com



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PRESIDENT'S COLUMN

The Car Wash Operators of New Jersey (CWONJ) held its annual carwash tour in June visiting the Freehold market. Talk about a picture-perfect day to see some great washes, get some ideas to take back to your wash and to mix and mingle with fellow operators and vendors. We kicked off the event with a stop at Ray Catena Audi of Freehold, the largest freestanding Audi dealership in the U.S. We got a private tour of the massive facility and even left with a goodie bag filled with Ray Catena items.

Next we toured Garden State Car Wash & Detail Center in Howell. This 140-foot Motor City-equipped tunnel includes Micrologic controls and Vacutech vacs and certainly didn't disappoint. We then headed to Freehold Raceway Car Wash in Freehold where we toured another 140-foot full serve featuring Peco equipment.

We then broke for lunch at Illianos Café in Eatontown before wrapping up the day at Shrewsbury Car Wash in Shrewsbury. This 140-foot tunnel featured Hanna equipment and ZEP Vehicle Care solutions. There was a lot to see and learn. Tours like this make your membership in the association a real bargain and a huge asset to your business. Take advantage of everything we have to offer!

Speaking of offering a lot, this year's Northeast Regional Carwash Convention (NRCC), September 19-21, at the Atlantic City Convention Center has already surpassed last year's 301 booth sales! It's the only regional trade show on the East Coast to say that! It's also a bargain and full of exceptional seminars and a show floor packed with innovative products and services. Register today at nrcshow.com or call 800/868-8590. Don't miss out on the opportunity to make your business stronger and more profitable!



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Heavy Subject: To Avoid Back Injuries, Lift with Care

You can injure yourself by lifting even a light load if you're not careful about what you're doing. Whether you're in a the tunnel or a bay, remember these tips for staying safe every time you have to pick up a box, no matter how large or small:

- ❖ **Check before lifting.** If you're not sure how heavy a box is, try moving it a little first. Nudge it with your foot, or give it a slight, gentle push. This will give you a better idea of how heavy it is and how much effort you'll need to put into lifting it.
- ❖ **Wear the right shoes.** Footwear with nonskid soles will help you avoid slipping and sliding as you walk with your load.
- ❖ **Lift correctly.** Don't bend at your waist. Keep your back straight as you lower your body, then lift straight up with your legs.
- ❖ **Watch your step.** Know where you're going before you lift. Remove any potential obstacles that might make you trip, and don't rush with a heavy load. The additional weight can throw your balance off. ■



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CWONJ Selects 2016 Scholarship Winner

Luis Cuevas of Rainbow Car Wash in Mahwah, NJ, is the 2016 recipient of the Car Wash Operators of New Jersey Scholarship Award, according to Scholarship Chairman Gerry Barton. Cuevas, who will be attending Dominican College in Orangeburg, NY, in the fall, was the Captain of his high school wrestling team and a volunteer on the Ramapo Ambulance Youth Corp. According to Suffern High School Special Education Teacher Timothy A. Mendolia, "Luis is an unselfish young man who understands the need for community responsibility."



Luis Cuevas

He aspires to be an Occupational Therapist.

Cuevas will receive his \$1,000 scholarship August 1 at The Children's Specialized Hospital Golf Outing at Suburban Golf Club in Union. ■

Look for photos and a recap of the



Children's Specialized Hospital

16th Annual Golf Outing
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17th Annual Carwash Tour Visited Freehold Market, Ray Catena Audi

The Car Wash Operators of New Jersey (CWONJ) visited the Freehold market on June 7 and toured three state-of-the-art locations and made a stop at Ray Catena Audi, the country's largest Audi dealership. "The event is a great way to see what is new and innovative out there, and to connect with your fellow operators," said CWONJ President Mike Conte. "The stop at Ray Catena and a great lunch just capped off the event."

First stop was Ray Catena Audi in Freehold. This facility is the largest freestanding Audi dealership in the country and features a 75-foot Belanger tunnel, detailing and ZEP Vehicle Care solutions. The group was treated to a personal tour and left with a goodie bag compliments of Ray Catena.

The first wash visited was Garden State Car Wash & Detail Center in Howell. This 140-foot Motor City Wash Works-equipped tunnel includes Micrologic controls, Vacutech vacuums as well as detailing and a lube.

The next stop was Freehold Raceway Car Wash. This 140-foot full serve tunnel features Peco equipment and detailing.

After the visit to Freehold Raceway the group enjoyed lunch at Illianos Café in Eatontown before heading to Shrewsbury Car Wash in Shrewsbury. This 140-foot Hanna-equipped tunnel includes a lube and detailing, as well as ZEP Vehicle Care solutions. ■

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More tour photos on pages 62-68!

Ray Catena Audi of Freehold was the tour's first stop. It's the largest freestanding Audi dealership in the country.



Truer words have not been spoken as are stated at Ray Catena's.



Tourgoers donned their Ray Catena hats before jumping back on the tour bus to visit some outstanding washes.

The massive site boasts a 75-foot Belanger tunnel, extensive detailing and ZEP Vehicle Care solutions.



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17th Annual Carwash Tour ...

continued from page 61.

Garden State Car Wash & Detail Center in Howell. This 140-foot Motor City Wash Works equipped tunnel includes Micrologic controls, Vacu-tech vacuums, as well as a lube.



The impulse area boasts automotive items as well as an array of greeting cards.



The wash includes a lube to diversify its offerings.



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The tunnel features a Motor City rack of equipment.



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Continued on page 64...

17th Annual Carwash Tour ... continued from page 63.

Freehold Raceway Car Wash. This full-service wash boasts a 140-foot Peco equipped tunnel and detailing.



The impulse area of the wash boasts furniture as well as clothing and jewelry. Attention to detail is evident in the design of the area as well.



Philanthropy is alive and well at Freehold Raceway!



Micrologic's Miguel Gonzalez and CWONJ President Mike Conte.



Past CWONJ President Doug Karvelas and current board member Doug Rieck.



The viewing hallway at Freehold Raceway provides a clear vantage for customers to follow their vehicle through the 140-foot tunnel.



The Peco-equipped tunnel puts out a clean, dry car.

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17th Annual Carwash Tour ...

continued from page 66.



ICS's Brad Metcalf, Rendemonti & Associates Lou Rendemonti, Broad Street's Doug Karvelas and Micrologic's Miguel Gonzalez.



Team Markowitz strike a handsome pose!



The Thinkers: Doug Rieck and Mike Conte!

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PRESIDENT'S COLUMN

I hope you're reading this at the Northeast Regional Carwash Convention (NRCC), September 19-21, at the Atlantic City Convention Center. I know you're going to enjoy the show this year. It is slated to be our largest exhibit floor in the history of the event, so don't miss out!

The Mid-Atlantic Carwash Association (MCA) is planning a couple of very interesting meetings in locations we don't typically visit. On, October 5, we'll be in Virginia Beach, overlooking the ocean at the Marriott Courtyard North. We are planning a bus tour, sponsored by Washtech. We will cap off the evening with a dinner meeting and discussion on marketing and upselling without "over selling." For up-to-date information, visit us at www.mcacarwash.com.

Our next meeting will then be November 9 in Waldorf, MD. We are looking at different ways to value a carwash. In the last few years, we have seen some carwashes open with great success and others less so. How does debt service factor into the equation? Whether you are buying or selling, rehabbing or building from the ground up, how much debt can you carry and still make it? I think this topic of conversation will peak your interest. We are also planning some carwash open houses that afternoon, prior to the meeting.

On the Legislative front, the MCA Board is very concerned about bills that came close to becoming law in Maryland this last session, and will no doubt be on the table in 2017. The first is the sick pay bill that will affect carwash operators significantly. The other is a bill to increase the minimum wage. We have our eyes on these measures, and will have more to report at our fall meetings; yet another reason to attend!

One of our board members was asked by a customer, what do you do with your old mitters? Since that is not a common question, Larry Bakely of Flagship Carwash in Rockville, MD, leaned in to learn more. There is a non-profit that takes old carwash equipment and gives it a new life as toys for zoo animals. Lions, tigers and bears love our old stuff. Learn more about it at www.hosetohabitat.org.

June 4 was our Wash to Save The Bay fundraising event. This is the 4th year of this exceptional MCA program. It was a gray, overcast day that turned out to be a pretty good carwash day. There were 18 carwash companies participating at 49 locations. (I'm writing this in June, so the final reports are not in yet.) It's a sure bet that we will surpass last year's \$12,000 total. On top of the \$29,000 raised in the first three years, we should exceed \$40,000! This is a great way to show your customers that you care about the environment, and it really feels good to give back!



Dave DuGoff
MCA President



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Wash Zone Replaces Soft Touch In-bay With Short Tunnel; Volume Jumps!

By Alan M. Petrillo

Kimberly and Randy Funk were first-time owners when they got into carwashing in 2007 by building an in-bay and self-service facility in Petersburg, VA. They learned the business quickly, and built a solid following of customers in the area.

However, after a few years their Soft Touch in-bay started breaking down on a frequent basis, and Kimberly Funk said the parts were getting harder to find and more expensive. So, the owners started looking to replace the Soft Touch and chose a 60-foot Sonny's hybrid express tunnel that was installed by Washtech of Charlottesville, VA.

Wash Zone also has a touch-free in-bay automatic, five self-service bays, and seven free vacuum stations at 3155 S. Crater Rd.

"We knew about the trend toward using express tunnels, which do a faster, better job at cleaning cars than in-bay automatics," Funk said. "And we considered the competition around us, where there were not any express tunnels, so we wanted to put in this newer technology before someone else thought of doing it."

Funk noted that with the Soft-Touch in-bay, often there would be a line of cars waiting to use the wash.

"The Soft Wash took five minutes to run through," she said. "On busy days when there was a line of cars waiting, some people would leave the line and not wait, which is lost business. Now, with the express tunnel, there are no long lines and people don't have to wait long at all."

A drawback to the tunnel is that it required Wash Zone to increase its number of employees to five part-timers, so that someone was on-site whenever the wash was open.

"Randy works full time as vice president for an industrial construction company, and I take care of a family of five children," Funk said, "so our original thought was we didn't want to be at the carwash all of the time."

However, replacing the Soft Touch in-bay with the hybrid express tunnel caused a jump in business for Wash Zone.

"We opened the new tunnel in October of 2015, and it's increased both our revenue and the number of customers



Wash Zone in Petersburg, VA, has transformed its soft touch inbay to a short tunnel with great success.



A guide-on mirror makes drive on a breeze for customers. The wash also features a vac island and five traditional self-serve bays.





The attractive facility was built by Washtech of Charlottesville, VA, and is Kimberly and Randy Funk's first wash.

who come to our carwash," Funk pointed out. "In addition, we have also seen an increase in business on our self-service side, and some of that might be attributable to the seven free vacuums we have."

Wash Zone's tunnel washes are \$5 for the Basic, \$9 for the Deluxe, \$12 for the Works, \$15 for the Ultimate, and \$18 for the Manager's Special. Its touch-free in-bay prices nearly mirror the tunnel at \$9 for a Super wash, \$10 for Deluxe and \$12 for the Works. Self-service is \$2 for a minimum of four minutes.

Wash Zone accepts credit and debit cards across all of its types of carwashes, while the self-service bays also handle tokens.

The carwash has built a solid reputation for quality service and a quality wash, Funk noted.

"We don't do any direct advertising except for online through our website, Facebook, Twitter and Instagram," she said. "We maintain our equipment, use quality chemicals, have an attendant on duty to solve any problems, and have a facility that's clean and well-lit with LED lights." ■

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 to be published this summer, A Case of Dom Perignon, all available at www.amazon.com.



MCA MEETING DATES

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PRESIDENT'S COLUMN

The summer months present a great opportunity for strategic planning. The ICA show in Nashville was a tremendous event, and the venue enabled some great business networking because of how the attendees spent their social time within close proximity of the show. It also was great to see the oil industry trade show combined with the carwash show. I heard from the major vendors on the oil side that they were impressed with the quality of the show and the quantity of members participating.

As usual, the carwash vendors continue to innovate and improve their products. I realize that in order to continue to grow and remain relevant with my customers, it's important to continue to improve and update my carwash facilities. Economic realities, such as rising real estate costs, wages and general inflation will certainly put pressure on us to increase retail prices. I believe customers will accept these higher prices when they see a wash that is continually innovating and investing in the facility.

The ownership at Triple Play will spend time this summer strategizing on the best investments that enhance the customer experience at the wash. If the customer can see improvements in the equipment and the facility, as well as see continued wash quality – which all adds up to a better visual experience – they will continue to return to your business. But where do you start? You don't have to start by buying things and spending a lot of money. Start with considering your business model and your competitive landscape.

Are you in an area where a low-cost/high-volume model makes sense? Can you revitalize your business by driving monthly club membership programs? Or, do you prefer higher customer service levels that go along with higher price points and added services? All of these models work – the secret is finding the one that works best for you.

There are two events that can help you in the next few months. September 19-21 is the annual Northeast Regional Carwash Convention (NRCC) in Atlantic City. And by the way, your New England Carwash Association is hosting this year! This event is a great opportunity to discuss how different business models are working in other regions. It's also a great way to see new equipment from all the different suppliers that will add to your wash's visual appeal and quality.

These events are more productive if you come prepared with a couple of ideas on where you'd like to bring your business – and you can revise and refine those strategies as you talk to your peers. Without some of this pre-planning, the show can be somewhat overwhelming with all the choices and possibilities that exist.

In late July, I will be hosting a strategic planning meeting with a group of 15 NECA members. We hope to keep NECA strategically relevant to all of you as



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508/833-1522 • Fax 508/833-0249

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WELCOME NEW NECA MEMBER

NECA President's Column ... continued

you are growing your businesses. Eric Wulf, CEO of the International Carwash Association (ICA), has agreed to facilitate the session. Our goal is to clarify our mission and purpose in serving New England carwashes. We would like to identify programs and services that are relevant to all of you to ensure that we continue to meet your needs as a trade association.

I hope you take the time this summer to think strategically about your business and come to the NRCC in Atlantic City in September ready to be inspired for continual improvement. In the meantime, we will be focused on improving the benefits of NECA membership.

Happy Washing!



Dave Ellard

Dave Ellard
NECA President

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Chris Zona in our
Winter 2017 Issue!



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& learn from a panel of service experts



5:30 - 9 p.m. at the Crowne Plaza, Woburn

Details and online registration at www.newenglandcarwash.org

Annual Tour Visits Variety of Sites

From the chartered bus to the barbecue lunch to the beautiful ballroom to the delicious dinner buffet to the terrific exhibits ... NECA's 2016 Table Top Show and Tours was first rate.

Tour goers gathered under the Lombardo's portico and traveled in comfort (thank you to Autowash Maintenance Corp. for their sponsorship) for visits to five locations, re-visits to locations that have had substantial upgrades in the past few years, as well as locations that have not been toured in the past. The tour sites included:

- ❖ Waves Wash, West Roxbury: environmentally committed tunnel facility that is solar powered, features water reclaim and recycling, variable frequency driven blowers; detailing including scratch removal; store. (Thank you to Washify for providing the Table Top Tour lunch).
- ❖ Herbie's Car Wash, Weymouth: touch free with pre-prep and tower drying.
- ❖ Neponset Circle Car Wash, Dorchester: tunnel, self serve, touchless, detailing; propane filling station.
- ❖ Fernandez Car Wash and Quick Lube, Boston: newly remodeled tunnel with Sonny's equipment, detailing and a lube center.
- ❖ Briteway Car Wash, Norwell: tunnel wash and detailing.

Upon completion of the tour, Lombardo's ballroom provided plenty of elbow room to view exhibits from 37 companies displaying the range of products and services. Tony DeBarros and Matt Masulli of Balise Car Wash served as exhibit award judges and took that charge seriously. The winners were...

- ❖ Diamond Shine for "Best in Show."
- ❖ Autowash Supply Company for "Most Eye-Catching Display of Otherwise Ordinary Products."
- ❖ GIM Security for "Most Responsive to Show Theme."

Brandy Solano, representative from new member company Mr. Pothole, won the exhibitor drawing. Many show attendees went home with special exhibitor raffle prizes.

Our special guest exhibitor was NEADS World Class Service Dogs who will be the recipient of our charitable contribution of funds raised at the September 26 golf outing. They had a raffle, donated by Paul Vercollone, for red hot, Red Sox skybox tickets. ■

Major Show Sponsors:

- ❖ Autowash Maintenance Corporation
- ❖ Trans-Mate Products Inc.
- ❖ Cheese Display at the Bar: Simoniz USA
- ❖ Dessert: DRB Systems



The Diamond Shine display won for "Best of Show."



The event's special guest exhibitor was NEADS World Class Service Dogs who was the recipient of the association's charitable contribution raised at the September 26 golf outing.

To view more photos visit the NECA website at www.newenglandcarwash.org



GIM Security won for "Most Responsive to Show Theme."

NECA's Messina Leads Another Great Tour!

Since 2008 Table Top Tour Host and Committee Co-Chair, Brian Messina of Royal t Car Wash, Derry, NH, has been leading the charge and putting together some outstanding car-wash tours.

To view tour photos visit newenglandcarwash.org



Blind Date With a Fast Car

"How was your blind date last night?" the young woman asked her friend.

She shrugged. "Well, the good news was, he showed up in a vintage 1965 red Ford Mustang."

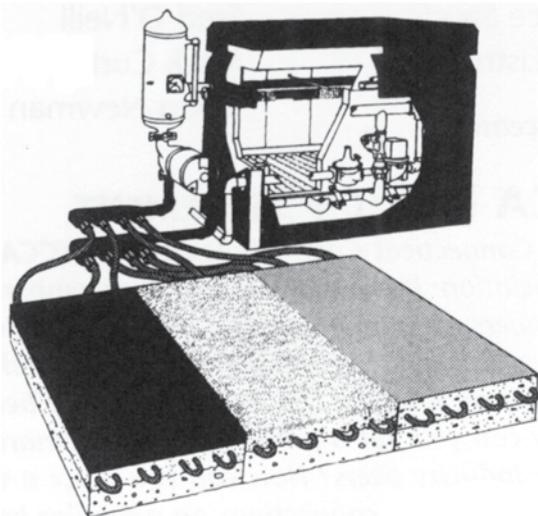
"What's the bad news?"

her friend asked.

"He's the original owner."



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NECA Golf Outing to Benefit NEADS

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children by picking up dropped items, turning light switches on and off, tugging doors open and closed and so much more. Hearing dogs alert their partners to sounds such as door knocks, alarm clocks, smoke detectors and cell phones.

Canines for combat Veterans matches assistance dogs to veterans of the Iraq and Afghanistan War with disabilities and Combat PTSD at no cost. They help our Veterans cope with anxiety, sleep problems, flashbacks, and to develop feelings of being safe. Physically disabled Veterans benefit from the many tasks service dogs are able to perform.

Social dogs serve as companions to children ages six and up who are on the autism spectrum or have challenges with social interaction. Lower functioning children can learn how to string together motor skills like dressing the dog in their cape and leash. Routines like this help children practice intricate physical motions to perform useful tasks. The friendship of a loving dog can help a child build confidence and to share things with their canine partner they would normally be afraid to tell authority figures.

NEADS puppies are acquired at about eight weeks old from reputable breeders and some are rescued from shelters. After evaluation by the staff, they spend the next 12 to



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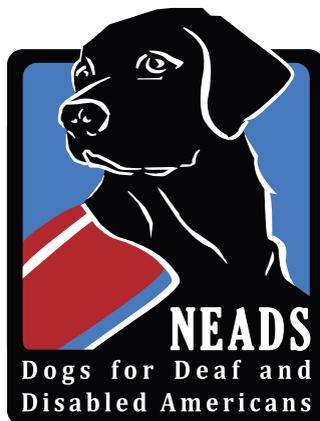


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18 months being trained by volunteer inmates at New England prisons as part of the Prison PUP partnership. On weekends, puppies are taken out of prison by volunteer families who socialize and train the dogs. At about 18 months, the dogs return to the NEADS campus for training targeted to the specific needs of the dog's future partner. Clients spend two weeks living on the NEADS Campus to bond with and learn how to work with their new canine partner.

NEADS receives no federal funding and relies on the support of individuals like us to make a difference. So please join us on Monday September 26 at Shaker Hills in Harvard for a round of golf, networking with fellow carwashers, and the opportunity to provide life-changing freedom and independence for someone in need. To learn more visit needs.org or info@needs.org

Thank you so very much to all of our supplier partners who are supporting the 2016 NECA Golf Outing with your generosity. Golfers – it is your turn! Please register at www.necagolf.us today or contact Donato DePinto, Paul Vercollone, Patti Kaplan or the NECA office to show your support. ■

TREASURER'S REPORT

New England Carwash Association, Inc.

January - May 2016

Income	
Interest Income.....	\$7.35
Meetings.....	\$21,275.00
Member Services.....	\$3,722.39
Membership.....	\$15,960.00
NRCC.....	\$27,653.78
Scholarship.....	\$460.00
Total Income.....	\$69,078.52
Expenses	
Advertising and Promotions.....	\$-
Board Expenses.....	\$1,429.86
Charitable Contribution.....	** \$5,600.00
Insurance.....	\$745.00
Management Services.....	\$18,507.46
Meetings.....	\$16,792.99
Member Services.....	** \$40,982.00
Membership.....	\$528.63
Office Expense.....	\$1,390.82
Professional Expense.....	\$925.00
Tax.....	\$-
Total Expenses.....	** \$86,901.76
Net Income.....	\$(17,823.24)
Cash Balances	
Citizen's Bank Savings.....	\$88,320.35
Citizens Checking.....	\$56,491.31
Citizens Bank Reserve Fund.....	\$86,000.92
Total Checking / Savings.....	\$230,812.58
**2015 expenditures reflected here since invoices were received and paid in 2016: \$40,375 radio campaign, \$5,600 charitable contribution.	

2016 NECA GOLF OUTING SPONSORS

Presenting Sponsors

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- Auto Wash Maintenance

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- Washify

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- Simoniz USA

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- New England Car Wash Equipment

Holes

- National Ticket
- Professional Carwashing & Detailing
- Wipe-On Wipe Off
- Daily General Counsel
- ERC Wiping Products

Demonstrate Trust to Your Staff

Whether you're the wash owner or manager, your credibility is the key to getting ahead and staying there. People need to believe that you're competent, trustworthy and stable. Win them over with these tips.

- **Watch your body language.** Keep your head and chin level when you're speaking – this projects an image of confidence and strength. Hold eye contact with others for three to five seconds. Integrate hand gestures into your speaking, but keep your hands centered on your chest for maximum impact.

- **Tell the truth.** Don't guess when you don't know an answer. When you make a mistake, admit it so you can move on and start fixing it. Avoid making promises you can't keep, and live up to the promises you commit to. Honesty is the best way to show people you're dependable.

- **Listen to others.** Make a point of learning as much as you can from the people around you and respecting their expertise and opinions. When people know they'll get a fair hearing, they'll accept your viewpoint more readily.

- **Be comfortable with yourself.** People can tell when you're faking it. You don't want to let all your emotions hang out, but show employees the real you in appropriate doses. When they understand who you are and where you're coming from they will accept you more readily and will feel more willing to share their own thoughts and feelings with you. ■

NECA Awards \$3,000 in Scholarships

Since its inception in 2011, the New England Carwash Association (NECA) has awarded \$10,000 in scholarships including three \$1,000 scholarships this year, the most ever. The NECA scholarship program is funded through a combination of money raised at the twice yearly dinner programs and at the annual golf outing.

To be eligible, an applicant must:

- ❖ Be an employee, full or part time for at least one year, or direct family member of an employee, of any New England Carwash Association member company
- ❖ Have graduated high school or the equivalent
- ❖ Be enrolled, or plan to enroll full or part time, in an accredited college or university, trade school or certificate program
- ❖ Not have won a scholarship from NECA in the prior year.

Recipients are 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.

The review committee of Ron Bousquet of Randy's Car Wash, Greg Thompson of Bedford Car Wash and Peter Silk of Minuteman Car Wash were given the task of selecting the recipients.



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Here is some background on each recipient:



Heather Hoopes, whose dad works for Kleen-Rite Corporation, is a sophomore at Columbia International University majoring in early elementary education and TEFL (teaching English as a foreign language). She actually began her future career by serving as a student teacher in a pre-school on her high school

campus. She hopes to work overseas and has been on several mission trips to Africa where she worked at an orphanage. While at the University, one of her favorite service team activities involves visiting with elders at a local retirement center. After graduation with her Masters Degree, she will return overseas to work with young children and noted her ultimate goal of starting an orphanage.

Colin Milch, whose dad is the manager of Quincy Car Wash, will attend Rhode Island College this fall with a major in music performance. Colin has been studying trumpet since he was eight, and both composes for and performs in school and community, marching, symphonic and jazz bands. He has won many awards and honors including being chosen to perform in the Berklee Jazz Festival with the jazz band,



in the Bridgewater State University Honors Band and the UMass Amherst Honors Band. He is an Eagle Scout and on the Honor Roll, and has been described as a compassionate, supportive and extremely diligent young man.

Kayla Mosesso, whose dad is general manager for RoJo Car Wash, is a junior at Stonehill College majoring in political science with an eye to a career combining public administration and law. While in high school, she was honored as an AP Scholar and a member of the National Honor Society, and volunteered in the main administrative office. At Stonehill, she has been on the Deans List and earned membership in the Pi Sigma Alpha Honors Society for Political Science. She is a commuter student, working her way through school, and in preparation for her career, she is an intern for the Foxborough Assistant Town Manager who calls her "a rising star!"

To learn more about the NECA Scholarship
visit newenglandcarwash.org

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PRESIDENT’S COLUMN

Get out and play! By the time you are reading this we will be only weeks away from the Northeast Regional Carwash Convention (NRCC) at the Atlantic City Convention Center in Atlantic City, NJ. If you haven't registered yet, there is still time and you will not be disappointed, visit www.nrccshow.com for information and registration details.

In the past few weeks, I have been to several sporting events, most recently the annual New York State Car Wash Association (NYSCWA) Mets game outing. It was a great night, shared with great carwashing friends and as a bonus the Mets won! During all these events, I kept seeing the phrase “get out and play.” If you have children you have no doubt said those words on more than one occasion during summer vacation. I started to think about how I could incorporate that phrase into this column, keeping in mind that we are only a short time away from the show.

When I hear the phrase “Get Out and Play” (I use it with my own kids) it’s usually because they are bored. We have all heard “there is nothing to do, I’m bored.” I sometimes think that’s how we feel about our business, the same old, same old everyday. We show up to do our job and go home. It’s natural to feel complacent from time to time, especially when the sun is shining and we might rather be somewhere else. This is where “get out and play” comes in.

We should also get out of our rut and day-to-day routine by visiting a new carwash, reading an article, maybe starting with one in this magazine! We should attend a local carwash association meeting or a professional executive group like a chamber of commerce meeting. Just like our kids, we should do something to break the ordinary routine.

Why not start with attending the upcoming NRCC? You will get to see the newest trends and technology in our industry, hear from professional speakers and have the opportunity to network and share experiences with other carwash professionals.

Our friends from the Southeastern Car Wash Association (SECWA) take the idea of “get out and play” to a whole new level with their traveling road shows. If you haven’t been to one, you should. They pack busses with eager carwasher and travel to operations that open their doors and show them what’s new. They then follow up with evening meetings on all types of topics. But you don’t necessarily need to travel down south, remember you can “get out and play” right here in your back yard September 19-21.

Don’t get bored, “get out and play.” See you at the NRCC!



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NYSCWA President

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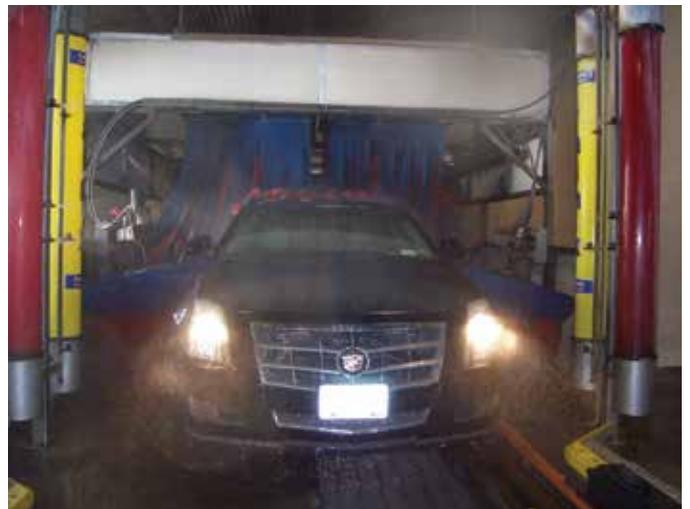


Talk About a Tunnel Transformation!

These “before’s” and “after’s” at Colonial Car Wash in Schenectady spotlight the exterior-only wash and how adding Glasboard and new tunnel equipment can take a dark, dated wash and turn it into a showpiece. Owner Dave Fusco said that the wash, built in 1982, just experienced its first equipment retrofit and the results are amazing.

Great job, Dave! ■

Before ...



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Team Colonial Car Wash, led by owner Dave Fusco (center) runs a clean and shiny ship. The wash's recent tunnel transformation is evidence of a true desire to produce a great product.



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NYSCWA Hits Another Homerun With 10th Baseball Event

The New York State Car Wash Association (NYSCWA) hit another homerun on Thursday, June 30, with its annual trip to the ballpark at CitiField in Queens. The annual pilgrimage was attended by 50 and capped off with a visit by Mr. Met (the team's mascot) and a team victory beating the League leading Chicago Cubs 4-3! "This event is great every year," said NYSCWA President Walt Hartl. "This year we didn't have rain, there were no delays and the Mets won so it doesn't get much better!"

The event, now in its 10th year, is chaired by NYSCWA Treasurer Mike Benmosche. "This event is a great way to bring your kids to the ballpark in the luxurious Empire Party Suite, and reconnect with fellow operators," he said. "We've been doing this for many years now thanks to the help of Stuart Rosenberg and his connections, and every year it's a great event."

A special thanks to the following event sponsors who help make this a success include: Batting Practice Sponsor Micrologic Associates, Grand Slam Sponsor Innovative Control Systems, Home Run Sponsor Simoniz USA and Triple Play and Ball Park Sponsor ZEP Vehicle Care. ■



Team ZEP showed their support of the association through their generous sponsorships and attendance. Pictured are Tyler Oliver, Brett Potts and Brandt Sebring.



The Mets beat the Cubs 4-3!



New parents Justin and Victoria Chen-evert brought their daughter to her first Mets game!



Those who traveled on a chartered bus from Albany were treated to a stop at the Bronx' Arthur Avenue where Italian foods are the specialty.

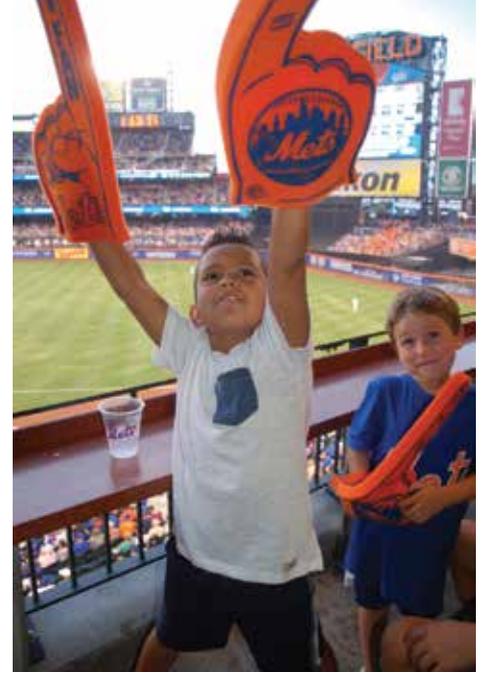




Pals Mario Mendoza and Miguel Gonzalez.



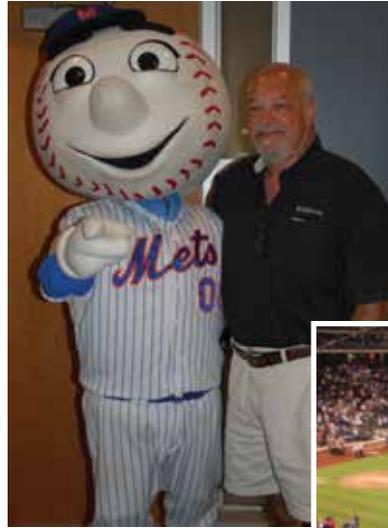
Event Founder Stuart Rosenberg and Anthony Christiano Jr. and Anthony Christiano Sr.



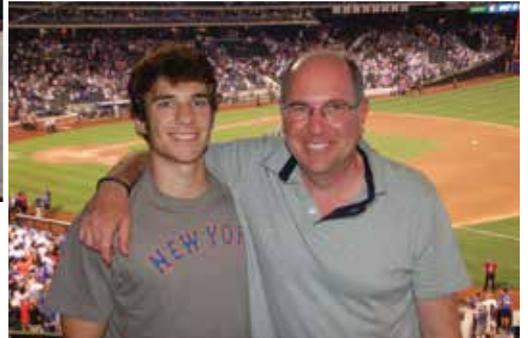
Oh, it doesn't get much cuter than this!



Mets fans Miguel, Patrick and Sharon Gonzalez.



Mr. Met and Mr. Mike!



Sam and Jon Kaplan.



Sharon Gonzalez (left) and Liz Mendoza (right) get a great photo op with their sons and Mr. Met!



Event Coordinator Mike Benmosch and ICS's Brad Metcalf.



Keith Monte and Sean Weinzenger of Hoffman Car Wash.



Pete Beames and his son Eric.

Association May Explore Proactive Approach to Water Conservation

By William Y. Crowell, III

Water recycling is becoming a popular topic of discussion in an increasing number of states. The interest in recycling of water is not limited to states that have suffered drought problems. States have expressed general support on the environmental benefits of recycling water. Florida, in a recent study on reclaimed water, determined that by 2030 there would be a 26 percent increase over 2010 in the amount of demand for fresh water. The Florida study examined various options available to use recycled or reclaimed water to save fresh water.

California has proven to be a bellwether state when it comes to public policy focused on the carwash industry. In recognition of this status, it would be appropriate to discuss a California law, which prospectively regulated carwash use of recycled water.

The law in question, Chapter 545 of the laws of 2012, was enacted to reduce water consumption from specified carwash facilities. This law defines an in-bay carwash as a commercial carwash, where the driver pulls into a bay and the vehicle remains stationary, and where either a machine moves around the car to clean it or an employee or employees of the carwash clean the vehicle, instead of moving through a tunnel. This bill requires all new conveyor and in-bay carwashes to install operational, recycled water systems after January 1, 2014. The water recycling system is defined by the statute to include the recycling or reuse of at least 60 percent of the wash and rinse water. As an alternative to the installation of a water recycling system, a carwash may use recycled water provided by a water supplier for at least 60 percent of the wash and rinse water. The law specifically provides that it has no application to self-service carwash facilities.

The statute is positive in several respects. It is not retroactive in its application. Existing carwash facilities within the definition are not impacted. Space at some carwash locations is at a premium and as a consequence there is not sufficient land available to install some recycling facilities, particularly where underground storage tanks are required. Any new carwash constructed under the California law will need the appropriate real estate to be able to meet the needs of a water recycling system unless it intends to rely on a water supplier of recycled water.

This law also does not provide specifications for the type of water recycling system. Instead, it provides a results-oriented approach, setting the reuse of at least 60 percent of the wash and rinse water. This approach allows the operator to exercise choices as to the specific system to accomplish the mandated result.

A staff member of the Western Carwash Association

(WCA) advised that there have been no recent concerns raised with this law by member carwashes.

Some carwash operators are, for a number of business-related reasons, examining the benefits of upgrading their facilities to recycle water. Based on the recent negative impacts of minimum wage increases on the carwash industry in New York State, the appetite for such capital investment is muted. The legislative program for the New York State Car Wash Association could examine the possibility of drafting and supporting legislation to provide for either a tax credit or a low interest loan program for carwash facilities, which add water-recycling infrastructure.

There is a clear environmental justification for providing such incentives. There are tax credits and low interest loan programs available for renewable energy projects and other infrastructure upgrades which garner support from the environmental and business communities. A tax credit or low interest loan program would be a positive approach to achieve water conservation. Water is a limited resource and the carwash industry could offer a prudent alternative to support the future increased water usage of New York's residents. ■

William Y. Crowell, III, is a partner with the Albany-based law firm of Whiteman Osterman & Hanna LLC. You can reach him at 518/487-7677.



William Y. Crowell, III



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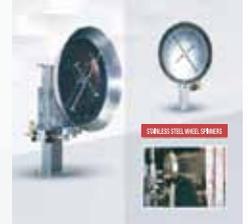


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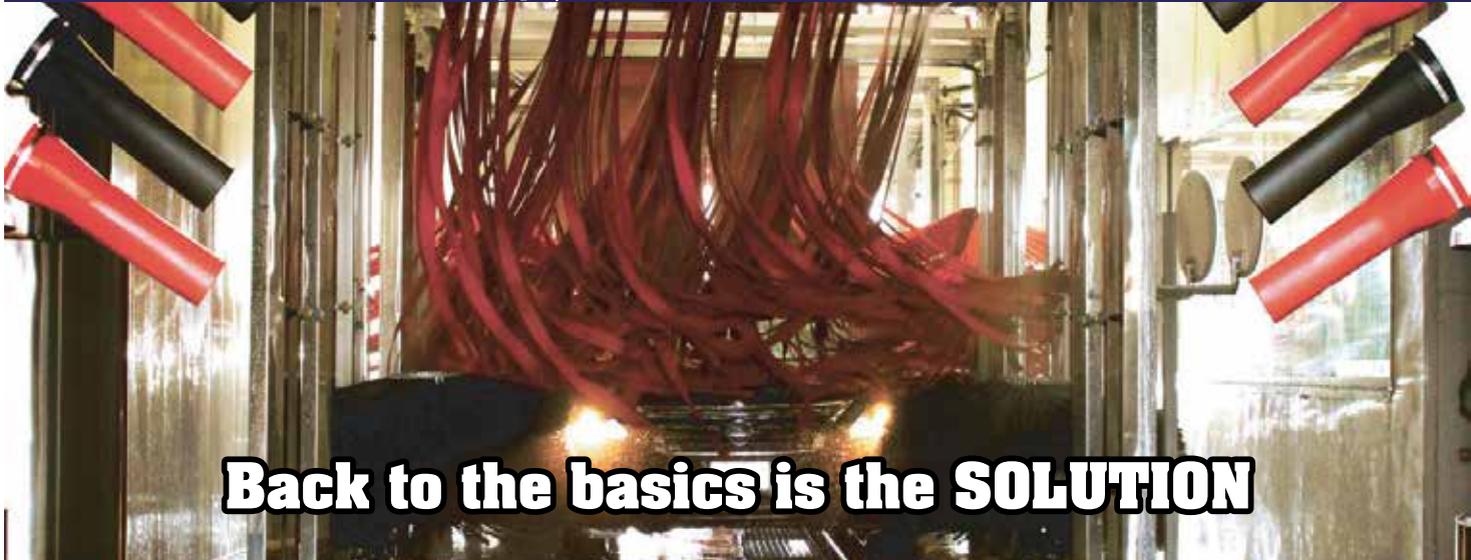
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Back to the basics is the SOLUTION

“To Do Or Not To Do” Garagekeepers Insurance



By Mike Benmoschè

As a carwash operator, you may find yourself confused when you need to seek insurance protection for damage to customer's autos left in your care, custody or control. Typically, this coverage is excluded from most liability policies. The only way to buy back this coverage from your insurance company is to have an endorsement called Garagekeepers Legal Liability Insurance. The purpose of this article is to explain the options available and help you understand how to make the best choices for protecting your business.

The first step in considering your need for this policy is to determine whether or not your customer's cars meet the definition of autos left in your “care, custody or control.” This is a broad term and left sometimes to the interpretation of your insurance company, so be careful. For the sake of simplicity, I will use an example based on our program with McNeil & Company. According to their definition, the customer must relinquish control of the vehicle before the exclusion applies. For instance, a customer pulls into an exterior wash or a self-serve bay, while on the premises they sustain damage to their vehicle. Under these circumstances, if the carwash is found to be negligent in contributing to this loss, the property damage liability coverage would respond and the exclusion would not apply.

However, consider the same set of circumstances but, in this case, the customer had either left their vehicle with an employee in a full-service wash, a detail shop, or an employee drives the car through an exterior. Under these conditions, without a Garagekeepers endorsement, there would not be property damage protection if the wash were held liable. The difference being, in the first example the customer stayed with the car, where in the later example, the vehicle was physically left in the possession of a carwash employee.

Once you determine the need for a Garagekeepers Legal Liability policy, the next step is to choose one of three options available to pay for these losses:

- The standard policy will pay up to the limit of insurance only if the operator is held liable due to negligence. This is known as legal liability coverage.
- The second option is called Direct Excess, this is more expensive than the legal liability and will pay only if the customer does not have their own insurance.
- The third choice is the most expensive and, of course, the broadest protection. It is often known as “Goodwill Insurance” and will pay for the customer's damage regardless of negligence, whether they have their own insurance or not.

My recommendation is to choose the legal liability. Remember, with this option, the insurance company will only pay the claim if the wash is proven to be legally liable. This should help control the claims charged against the wash and therefore improve the chances of keeping your rates compet-

itive. It also serves as a deterrent for customers that may look to file fraudulent claim.

After you decide which of these types of Garagekeepers Legal Liability options you want, a specific limit of insurance, a deductible, and the causes of loss you desire must be selected. The limit should be the worst case scenario where you might be responsible to pay for one or more vehicles damaged while in your care. If you work on expensive cars, store several cars at any one given time, you should select a dollar amount accordingly. Also, many companies include this coverage with other enhancements on one endorsement. When that happens, sometimes you get diluted coverage along with low limits that may not be adequate for your needs. Be alert and informed to avoid having to pay for these losses out of pocket.

The deductible will help reduce your cost for this coverage and I recommend that you price a few different amounts to see which is most cost effective. The usual range is \$250 or \$500. Higher deductibles are another smart way to manage your claims record and, if applicable, protect your preferred rating status.

Finally, you can choose from three different causes of loss. They are:

- ❖ **Collision** – i.e. running into an object or equipment
- ❖ **Comprehensive** – i.e. other than collision coverage
- ❖ **Specified Perils** – similar to Comprehensive but more limited coverage at a reduced price. Covers specified losses such as fire and explosion, theft, vandalism only.

As you can see, there are many things to consider when purchasing Garagekeepers Legal Liability Insurance. If you have a repair shop, detail shop, Lube, full service, pick up and deliver vehicles for customers you should think about the need for Garagekeepers Legal Liability Insurance. Remember, this is only a partial list and may not be the case with your current Insurance Company. To avoid an uncovered loss you must provide complete information regarding all operations to your agent. They can then approach the Company with the facts necessary to be sure that Garagekeepers Legal Liability Insurance is the right choice for your business. If it is needed, you should now understand what you are paying for and if it's not, you will avoid spending your hard earned money for insurance you don't need. ■

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



Mike Benmoschè

“Oh, the healthy things you can do!”

Dr. Seuss



By Ray Justice

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

In the first issue we covered and zeroed in on Nutrition.

In the second issue 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.

Last issue, the sixth, health related, was focused on general Health and Longevity with tips from my mother who lived to be a healthy 100 years old.

Healthy is about feeling good, actually great, when we are free from illness and injury. Feeling the way we naturally should, being able to adapt and function at high levels of energy. We will not be directly discussing medicine and its benefits but instead we will be covering what you can do yourself.

Our general theme is to encourage you to get to know yourself by paying better attention. Your body will tell you a great deal. How are your energies, your thoughts, what you eat and drink, your movement and exercise habits? Awareness & Mindfulness come into play here, which means paying attention.

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, Reminders, Purpose, Intention, Mind-Body Connection, Emotional Well-being, Our Thoughts, Fears, Beliefs, Passion, Possibilities, Habits, Appreciation & 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 Seven

Session Seven will focus on Heat Stuff – tying our mind, thoughts, beliefs, etc., into the previous health care information.

With this issue we start paying attention to our mind. What I mean by this is, what you think about when you are not paying attention to what you are thinking about. What goes on in the background while you are busy doing something else? What gets repeated over and over again? Are they thoughts or cooperation, connection, building, enhancing, gratitude, etc.? Or, more likely, are they thoughts of uncertainty, doubt, frustration, blame, grumbling, etc.?

Many years ago, I spent endless hours reading and listening to audio recordings, studying the subconscious mind and how it works. I wanted to know how to use it, for

myself, even if I could not fully understand and master it. How could I use it to benefit myself and others?

Isn't it fascinating how our heart beats with no conscious control from us? The same with our other internal organs, like our lungs, and they all function perfectly while we are sleeping to add another level of “wow!”

What I Learned

What I learned was The Power of Suggestion. Suggestion comes to us from everything we read, every television commercial, what others say to us, what we believe, etc. In this article we are focusing on the power of suggestion and our own personal thoughts or what we are “suggesting” to ourselves.

Think about our earlier article on how much of our lives are habits. Most of our motions and functions, throughout every day, are the same.

Our neural pathways connect our nervous system to different parts of the brain and over time they form strong patterns. Now, let's think about the concept that many or most of our thoughts are a habit. If that is true then it certainly makes sense to observe, or be a witness, as some say, to your thoughts. That means pausing through the day and being aware of what you were just thinking. Chances are that your thoughts are not all positive, loving, enhancing, peaceful, grateful, etc.

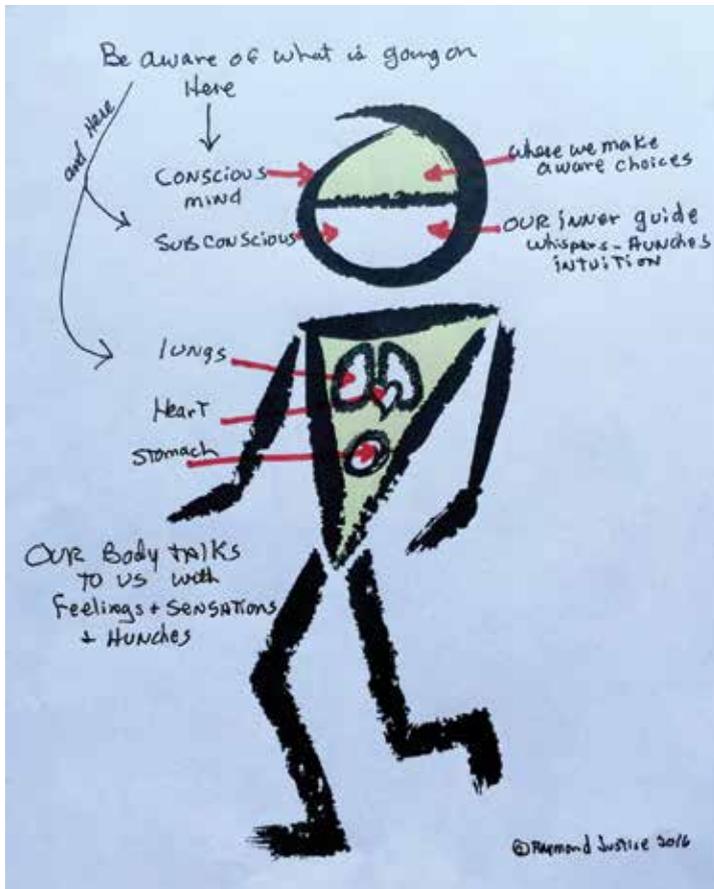
It Starts with our Thoughts

We seldom are aware of, or question, our thoughts. Are they what we want to think about? Are they what we want to project or the opposite?

More often than not, our thoughts are about what we don't want, what we are afraid of or what we think is wrong. The Law of Attraction says what we attract or draw to yourself is initiated by our thoughts and feelings. We are a magnet but we are often attracting the opposite of what we really want. We help set the stage for the opposite with our constant flow of unfavorable thoughts and words. We seem to automatically think thoughts that are what we are concerned about or afraid of, projecting to the future our imagined fears of the moment, or what we don't want.

We repeat the same thoughts and words over and over, often many times a day, and we do that all day long.

We are practicing what we don't want instead of what we do. Most of this comes from our inner beliefs. To attract what we want we need to feel it inside and to do that we need to be it or believe it. While some are addicted to alcohol or drugs, almost all of us are addicted to our thoughts. Many



- “It is my intention to write down five things I am grateful for each and every day.”
- “It is my intention to drink at least eight glasses of water every day.”
- Just setting your intention is the beginning of promoting healthy thoughts and beliefs.
- “The mind is the last part of yourself to listen to. It thinks of everything you can lose. The heart thinks of everything you can give, and the soul thinks of everything you are.” – Neale Donald Walsch

Today, when we say, “Remember to breathe” we mean more than that. It now means to take a breath, slow down and connect with this present moment.

Wishing you many Peaceful and Happy thoughts. ■



Ray Justice

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

New York State Car Wash Association Profit and Loss

January - May, 2016

Income	
Meetings Income.....	175.00
Membership Dues	12,500.00
Northeast Convention Income	27,653.78
Promotional Fees	104.55
Unapplied Cash Payment Income	250.00
Vendor Sponsorships.....	1,250.00
Total Income.....	\$41,933.33
Gross Profit	\$41,933.33
Expenses	
Advertising/Promotional	57.60
Director Fees	7,000.00
Insurance Expense.....	662.00
Legislative Expense.....	50.00
Legislative Fees	4,000.00
Meetings Expenses	885.00
Office Expenses	120.37
Postage Expense	93.64
Printing/Graphics	176.00
Professional Services fees.....	200.00
QuickBooks Payments Fees	188.49
Telephone	47.81
Website Host	37.99
Website Maintenance.....	137.50
Total Expenses.....	\$13,656.40
Net Operating Income.....	\$28,276.93
Net Income.....	\$28,276.93
Checking Total	\$59,152.10
Money Market	\$48,870.00
PAC	\$15,856.75
Total	\$123,878.85

of the same thoughts pop into our minds over and over and most are not very pretty or helpful to our overall well-being.

New Thought Patterns

Here are some steps that will help develop new thought patterns.

First, we have to be interested and curious.

Next, we notice our thoughts when we can be aware enough to catch them.

After our awareness kicks in, then we notice the repetition. We decide, or choose, how we would rather have it.

We set our intention to do just that. We need to be willing to practice. Then intentional repetition and practice starts to create a new habit. We establish a strong automatic habit that then becomes our routine.

And this is what we want, a steady routine of thoughts, words and actions that enhance who we are and are a benefit to ourself and others.

Fear, worry, uncertainty, doubt, nervousness, panic and alarm are some of the emotions that are controlling our thoughts. If we can learn to create a habit of pausing, being present to what is now and letting go of all fears is a sign of being willing and that is a great start.

A few examples of stating an intention are:

- “Today it is my intention to have more peaceful thoughts.”
- “It is my intention, in my conversation, to listen closely and talk less.”

northeast carwasher



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