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On Wednesday, January 22, 2020, Anita Pease, the Director of the US EPA Antimicrobial Division announced that the Washington State case of the Wuhan Coronavirus has triggered the EPA emerging pathogens policy: <https://www.epa.gov/pesticide-registration/emerging-viral-pathogen-guidance-antimicrobial-pesticides>. Simoniz USA, Inc. offers a registration that has been evaluated and accepted by EPA under the emerging pathogen policy: **Simoniz Ready To Use Interior Car Surface Sanitizer, Disinfectant & Deodorizer (6836-152-18305)** has demonstrated effectiveness against viruses similar to 2019 Novel Coronavirus (2019-nCoV) on hard non-porous surfaces. Therefore, Ready To Use Interior Car Surface Sanitizer, Disinfectant & Deodorizer (6836-152-18305) can be used against 2019 Novel Coronavirus (2019-nCoV) when used in accordance with the directions for use against Norovirus on hard, non-porous surfaces. Refer to the CDC website <https://www.cdc.gov/coronavirus/2019-ncov/index.html> for additional information.

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Summer 2020

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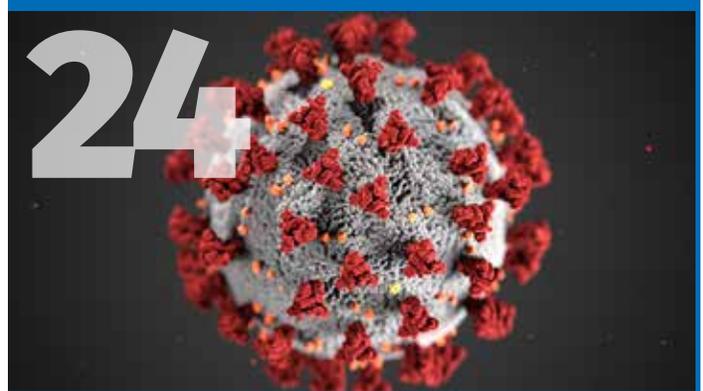
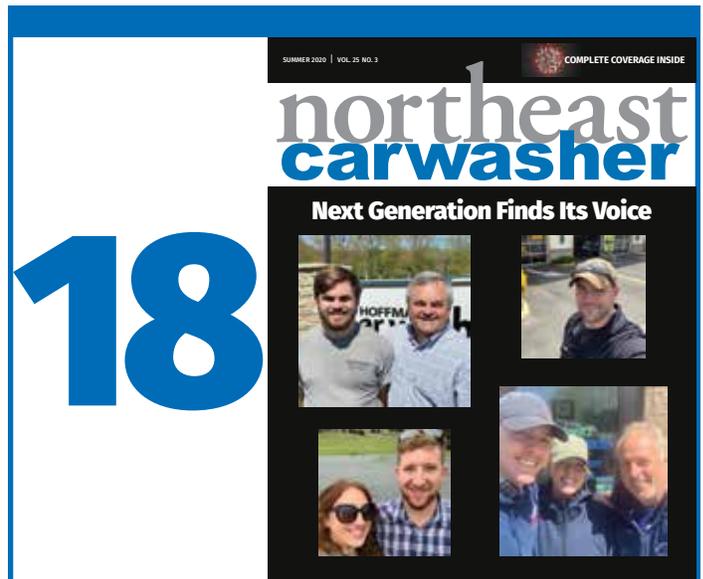
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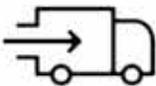
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northeastcarwasher.com

Winston Churchill said, "If you're going through hell, keep going"
Now, I'm stealing this quote from New York Governor Andrew Cuomo who has used it on more than one occasion during his daily COVID-19 briefings. But it could not be more apropos given the last few months we have endured.

Clearly, there has been no playbook for this pandemic. Frustration levels have been through the roof and confusion and inconsistency have abounded. Lives have been lost (a projected 100,000 by June 1) and businesses shuttered (100,000 small businesses at the time of this writing). I can spend several pages of this magazine venting my frustration with the definition of "essential" and how the Governors of the three states I represent (NY, CT, NJ) have been overly restrictive with how a carwash can accept payment. I can also chastise the bad carwash actors who have blatantly defied the guidance of their state and stayed open to serve their own means while hurting their competitors, but that will be counterproductive. What I want to focus on is all the good that has come out of this heartbreaking test of our collective characters.

The carwash family unit is stronger. I see it in the collective idea sharing between state carwash associations. I see it on the national level with the International Carwash Association's Car Wash Magazine Live weekly Facebook chats. I read about it on the carwash forums and I hear it in the many webinars and Zoom calls in which I participate. This invisible enemy will not break us. It will solidify and strengthen our reserve and our industry. Business as "usual" might not look the same, but it might also end up being better. You now have the opportunity to show your customers just how safe and sanitary your operation is and use that fact to build your volume back up while attracting new customers.

We have devoted much of this issue to Combatting COVID-19 beginning on page 24. We also asked four industry insiders to share their thoughts on the pandemic and its impact on professional carwashing beginning on page 25. Articles on marketing your way out of a pandemic, thoughts on the PPP and restarting your wash post COVID also provide perspective and insight.

Our cover story this issue focuses on the next generation of operators. The men and women who will likely approach the next pandemic with a totally different mindset and set of tools to combat it. It's heartwarming to see how generational this industry is and how much that means to the families in it. You can find this piece on page 18.

I'll leave you with two acts of kindness, by way of Kansas, that might help put your day into perspective. You may have heard this story, but it's worth another share. Dennis Ruhnke, a retired farmer sent his one extra N95 mask to Governor Cuomo early on in the pandemic when New York was struggling to secure PPE. Ruhnke had five masks and kept four for his immediate family. Governor Cuomo acknowledged him and thanked him for his generosity and thoughtfulness during one of his daily briefings. As a result of that one small act of kindness, Ruhnke, who was two credit hours short of earning a degree at Kansas State University when he had to drop out after his father passed away in 1971, was awarded a

bachelor's degree in agriculture from the university, my alma mater.

Enough said.



Suzanne L. Stansbury
Editor/Publisher

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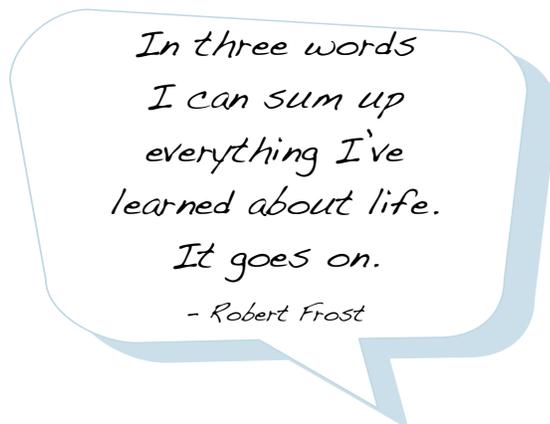
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A Simple Formula for Living

- Live beneath your means •
- Return everything you borrow •
- Stop blaming other people •
- Admit it when you make a mistake •
- Give clothes not worn to charity •
- Do something nice and try not to get caught •
 - Listen more; talk less •
 - Every day take a 30-minute walk •
- Strive for excellence, not perfection •
 - Be on time •
 - Don't make excuses •
 - Don't argue •
 - Get organized •
- Be kind to unkind people •
- Let someone cut ahead of you in line •
 - Take time to be alone •
 - Cultivate good manners •
 - Be humble •
- Realize and accept that life isn't fair •
- Know when to keep your mouth shut •
- Go an entire day without criticizing anyone •
 - Learn from the past •
 - Plan for the future •
 - Live in the present •
- Don't sweat the small stuff •

It's all small stuff.

Although the author of these wise words is unknown, I found this "formula" in Print Matters, March 2020, contributed by Jill Rambo with Johnson Press of America.



There She is, Miss NRCC, Perhaps?



Can anyone identify this beauty, the statue and where the shot was taken? Well, it was during much happier times at a Northeast Regional Carwash Convention (NRCC) outside the Sheraton Convention Center Hotel in Atlantic City, NJ, in its tea garden. It's a statue of radio personality Bert Parks, longtime Miss America master of ceremonies. He hosted the show from 1955-1979, and the lady being crowned is MCA Past President and NRCC Board Member, Heather Ashley!

This bronze statue of the 6-foot tall entertainer stands in the roundabout in front of the Sheraton Atlantic City Hotel, directly across the street from the Atlantic City Convention Center, where Parks hosted 25 seasons of the glamorous event. He passed away in 1992. Once you step under the crown sensors in the statue's palms trigger an audiotape to play "There She Is." But don't despair! Mark your calendar for the 2021 NRCC, October 4-6. Maybe you can get your own photo taken with the legend! **NC**

Editor's Note: At the time of this writing the viability of the 2020 NRCC was still being determined.

WASH VOLUME INDEX

Our Wash Volume Index through April was just ugly due to a lack of winter for three of the four operators in the survey and, of course, the effects of COVID-19 and its impact on operations. Steve Weekes in upstate New York was down the least with a 19 percent drop while our Mid-Atlantic carwasher, Dave DuGoff, was down 37 percent. As he said, "Not much more to say." Although the future is uncertain, these operators will continue to do what is needed to bounce back and eventually show some positive numbers. That is certainly our hope!



Thanks to operators Dave DuGoff (MD), Doug Rieck (NJ), Steve Weekes (NY) and Dave Ellard (MA) for their numbers! **NC**

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HONORED AND LOST TOO SOON, DAN PECORA

On April 22, 2020, The International Carwash Association (ICA) inducted Dan Pecora, owner of Erie Brush & Manufacturing, Chicago, IL, into its Hall of Fame, the industry's highest honor created in 1962 to recognize the innovations, leaders and pioneers of the professional carwash industry.

According to a press release from the ICA, that is the same year that Dan's father, Carlo Pecora, purchased the property in Appleton, WI, that would become one of the very first exterior-only washes in North America. Carlo then opened Automat of Appleton in 1963. Dan, who was the manager of the site, graduated from handmaking brushes in the family's basement to promoting the business and drawing customers to the conveyor-powered wash.

In 1970, Dan bought Erie Brush and grew it from a two-man operation to a 40-person operation. Under Dan's leadership, the company developed unique brushes for a variety of applications, including several patents, according to the release.

Dan served as President of the Chicagoland Carwash Association, won the ICA President's Award in 1987 and its Distinguished Service Award in 1988, in addition to other honors from regional associations.

According to ICA President Ken Littrell, "Dan is truly an industry pioneer. He has dedicated his life to this industry, and his passion for the practice and people of carwashing truly shows in his

Dan Pecora, owner of Erie Brush & Manufacturing, Chicago, IL



products and in the network of customers he's built all around the country. We're honored to be able to recognize him with the Hall of Fame Award and look forward to being able to gather in person as soon as possible to formally induct him."

Taken Too Soon

Unfortunately, four days after his virtual induction, due to The Carwash Show® being cancelled this year, Dan Pecora, 75, passed away on April 26. Born in Milwaukee, WI, he was loved and cherished by many people including his wife Patricia; his children, Laura Moses and Robert Pecora (Terri); his grandchildren, Danielle Robinson (Dan), Ian, Jessica, Michael Moses, Jacob, Ethan Pecora, Fiona and Colin McNamee; and his great grandchild Brave Robinson.

In lieu of flowers, donations may be made to a charity of your choice.

EDITOR'S NOTE:

Dan Pecora was a true innovator, professional and kind and gentle man. He is one of this magazine's first advertisers and supporters. We extend our deepest sympathy to his family and to all those who knew and admired him. Truly a life taken too soon.

HYDRA-FLEX PARTNERS WITH ASCENTIUM CAPITAL



Hydra-Flex, Savage, MN, has formed a partnership with Ascentium Capital, Kingwood, TX, to offer financing opportunities for all customers in hopes of upgrading back-of-house supplies. According to a company press release, qualification includes a single-page credit application with approvals in as little as 24 hours.

For more information contact sales@hydraflexinc.com or hydraflexinc.com or ascentiumcapital.com

DOVER COMPLETES ACQUISITION OF BELANGER

Dover, Downers Grove, IL, completed the acquisition of Belanger Inc., in late January, which will become part of OPW, a business unit within Dover's Fluids segment, according to a company press release. In its 50 years in carwashing, Belanger has been a leading manufacturer of vehicle wash equipment and systems based in Northville, MI.

Dover, a diversified global manufacturer with annual revenues of approximately \$7 billion, delivers equipment and components, specialty systems, consumable supplies, software and digital solutions, as well as support services through three operating segments.

For 125 years, OPW has designed and manufactured world-class retail fueling and fluid handling solutions for the safe and efficient handling and distribution of fuels and critical fluids, said the release. It makes above-ground and below-ground products for conventional, vapor recovery and clean energy applications in the retail and commercial markets. OPW also supplies loading arms, valves and dry-break couplings, tank truck equipment, rail car valves and equipment as well as carwash systems.

For more information visit dovercorporation.com

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Newsworthy ... continued

THE CAR WASH SHOW® 2021 MOVES DATES TO JUNE



After the cancellation of The Car Wash Show® 2020, slated for April 6-8 at the Henry B. Gonzalez Convention Center in San Antonio, TX, as a result of COVID-19, the International Carwash Association (ICA) has opted to further push out its 2021 date to ensure they provide attendees with the show experi-

ence they deserve and desire while including new considerations for health and safety given the COVID-19 crisis, according to a company press release. The new 2021 date is June 7-9, at the Las Vegas Convention Center, Las Vegas, NV (the original date was in March). “The Car Wash Show® 2021 will feature all

new education sessions, an expansive show floor, and the opportunity to catch up on the incredible innovations and resources we missed out on in 2020,” said Kim Vinciguerra, ICA Chief Experience Officer.

For more information visit thecarwash-show.com or carwash.org

Continued...



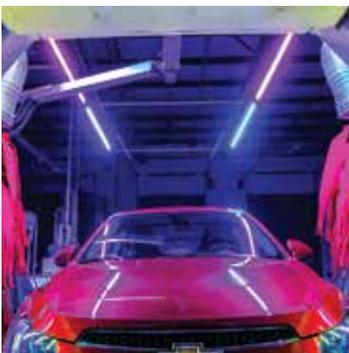
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VIC KELLER PARTNERS, PURCHASES AUTECH

AUTECH Car Wash Systems, Statesville, NC, manufacturer of automated carwash equipment, has been acquired by Dallas-based business leader and entrepreneur, Vic Keller, founder of KLV Capital.

AUTECH began servicing carwashers in 1981 with soft-touch, touch-free

and combination systems, as well as a soft-touch polisher. The company began in founder Tom Hobby's basement and has since grown to a multimillion-dollar corporation.

Keller has more than 25 years of experience building, growing and leading a diverse portfolio of companies across numerous verticals including manufacturing and distribution. According to Keller, "I am passionate

about the incredible business that Tom Hobby, the founder of AUTECH, has built. The AUTECH team has been extremely welcoming and genuinely supportive of this transition, and we are working together to capitalize on strategic opportunities," Keller said.

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

D & S PROMOTES UNDERHILL



D & S Car Wash Systems, High Ridge, MO, has promoted Kenneth Underhill to the newly formed position of director of marketing. Underhill, who joined the company in 2017 as marketing and communications manager, is now responsible for all marketing functions for the company including strategic planning, advertising, promotions, trade shows, market research and public relations. He will also oversee online and digital marketing.

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

EVERWASH EXPANDS FOOTPRINT

EverWash, Philadelphia, PA, an industry leader in sales and subscription management, has partnered with MIT startup omniX Labs to launch WashX, according to a company press release. "When we were approached by omniX Labs to collaborate, we were excited about the possibilities," said EverWash Chief Revenue Officer Scott Pashley. "With WashX, we are able to provide a new level of customer insight that will allow wash operators to run their businesses more smartly and efficiently. We look forward to continuing to innovate

Continued ...

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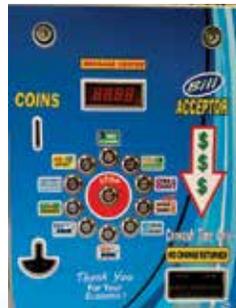
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Newsworthy ... continued

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G & G HIRES REGIONAL SALES MANAGERS

G & G Industrial Lighting, Clifton Park, NY, has expanded its team to include Regional Sales Managers Chris Carpenter and Konner Kappelman, according to a company press release. Carpenter and Kappelman are responsible for training and traveling with independent representative agen-



Chris Carpenter and Konner Kappelman

cies, servicing lighting and electrical architects, engineers, contractors and distributors. With the expansion of the sales force, G & G can penetrate key markets such as carwash, food processing, transit, automotive services and industrial applications with their LED lighting products, while providing hands-on support.

Both Carpenter and Kappelman come to G & G with strong lighting backgrounds having serviced customers in similar target markets. “What excited me is the opportunity to collaborate with our channel partners to provide specialized solutions for superior light performance, product durability, and environmental sustainability,” said Carpenter.

“G & G is a company with a sound growth plan, possesses an outstanding organizational culture, and is committed to product and service excellence with our reps, distributors and end users.”

For more information visit ggled.net

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MID-WEST CARWASH ASSOCIATION

The Mid-West Carwash Association (MCA), a regional association of carwash operators and suppliers in Michigan, Wisconsin, Illinois, Indiana and Ohio, has become a supporting partner of The Car Wash Show®. MCA previously hosted an annual trade show in Michigan and will now join Automotive Oil Change Association and Western Carwash Association in exclusively endorsing The Car Wash Show®.

Every MCA member will be receiving a full subscription of *Car Wash* →

ICA AWARDS ANTHONY ANALETTO DISTINGUISHED ACHIEVEMENT AWARD

Anthony Analetto, President of Sonny's Car Wash Equipment Division, has been selected as the International Carwash Association's (ICA) 2020 Distinguished Achievement Award recipient.

A 30-year industry veteran, Analetto began his carwash career working at his family's business that included a gas station, three self-service bays and a 70-foot exterior tunnel. After college he worked as a manager at the Sonny's carwash chain in Boston, MA.

During his tenure at Sonny's in Tamarac, FL, Analetto has done it all; from managing new projects, carwashes, lubes and friction and frictionless washes to hybrids. He has also served as Director of Operations for Wash Depot Holdings, where he was responsible for 74 washes, 28 lubes and 14 gas stations in 13 states.

For the last 20 years, however, he has worked at Sonny's Enterprises. According to ICA CEO Eric Wulf, "He is a recognized expert on carwash operations and equipment, and has been the face of the extensive Sonny's video library. Anthony appears as a regular contributor to carwash industry magazines and speaks often at association events. His decades of experience in both the retail and supplier sides of the industry, as well as his commitment to teaching and supporting others, made Anthony's selection as the DAA winner an easy decision."

For more information visit carwash.org



JOINS THE CARWASH SHOW®

Magazine with a new insert of MCA news and information. In addition, the two organizations will be working to identify new opportunities for education, networking and carwash touring in the Midwestern states.

The MCA is the eighth association to join ICA in supporting either The Car Wash Show, Car Wash Show Australia, Car Wash Show China or Car Wash Show Europe.

For more information visit thecarwashshow.com

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**DESIGN SUBJECT TO CHANGE

Next Generation Finds Its Voice

By Alan M. Petrillo

Some critics have undeservedly labeled the Millennial generation as lacking a strong work ethic, but one only needs to turn to the carwashing industry to see a new generation of children of carwash owners and operators moving into their parents' respective operations and giving a good account of themselves in their various positions. These folks are smart, talented, detail oriented, and concerned with succeeding in their jobs in order to make the entire operation run smoothly and be successful.

Hoffman Car Wash, NY

Third generation carwasher Patrick Hoffman, 21, is the son of New York's Hoffman Car Wash Chief Executive Officer Tom Hoffman Jr., and grandson of founder Tom Hoffman Sr.

"I started working for the company at age 16 in one of the Jiffy Lube locations," Patrick Hoffman said, "and during high school worked part time at one of our full-service tunnel locations. When I was 17, I spent the summer working in the Hoffman IT (information technology) Department to get a better feel for the technology we use to run our operations, then transitioned back to the Jiffy Lube. Now I'm a supervisor at our Latham full-service location."

In the fall of 2018, he worked with a construction crew installing equipment at a then-new Hoffman location in Binghamton, NY, and spent some time working with his father on the IT installation.

"I'm trying to learn more of the mechanical side of carwashing right now because part of my job as a supervisor is to be able to fix things when they break," Patrick Hoffman noted.

He said he attended the company's Super Training sessions that opened his eyes to how to handle employees effectively.

"They showed us how to be open-minded and how to listen to what's being said, and not jumping to conclusions," Patrick Hoffman said. "Listening is stressed as a key factor, and hearing both sides of a story."

Father Tom Hoffman Jr. said that the challenge in working with a child in the same business is not being an overprotective parent.

"The people who manage Patrick tell him what to do, not me," Hoffman Jr. said. "They're his boss, not me. And Patrick knows that, so he doesn't play the family card with them."

Hoffman Jr. added that, "I'm very proud of how well Patrick is doing on the job, and also attending Hudson Valley Community College, working toward a degree in business administration. He's doing way better than I did at his age."

Hoffman Jr. laughs when asked about the biggest challenge he faces with working with his son. "The biggest problem is my



Tom and Patrick Hoffman didn't let these two Arctic Char get away while fishing in Alaska.



Patrick and his dad Tom Hoffman Jr.

father," he said. "My father will walk in and steal Patrick for a while, taking him away for a ride to show him something about carwashing or business that might interest him. But of course, it's all part of his carwashing education." Hoffman Jr. added that he also has a nephew, 24-year-old Zachary Hoffman working in the business, at one of Hoffman Car Wash's exterior tunnel locations.

Splash, CT and NY

Another instance of a father-son duo working in the same carwashing company is personified by Dan Petrelle, Partner and Chief Operating Officer of Splash in Greenwich, CT, and his son, 30-year-old Dan Petrelle Jr.

Petrelle Jr. said he started out working in Splash's Five Star Detailing before taking charge of a lube center and overseeing a detailing operation where he became site manager. Four years later, he is general manager of Splash's Wilton location, a hand wash with an oil change facility, and high-end and express detailing center.

Petrelle Jr. said the biggest challenge he faced in coming to work at Splash was "differentiating myself from my father." "Guys look at you like you got the job handed to you, but that's not



Dan Petrelle Sr.
and Dan Petrelle Jr.

what happened, so I had to show the crew I got the job on merit. I took over a site that was in the negative and turned it around and brought it to the positive.”

Petrelle Sr. said that Splash has 21 carwashing locations, 15 in Connecticut and six in New York.

“I don’t manage my son; he reported directly to a supervisor at the start, and now he reports to a district manager,” Petrelle

Sr. pointed out. “He doesn’t get any special treatment, and there’s a set salary contingent on the site he manages based on what it does in revenue. Actually, I see Dan Jr. moving up into a regional manager’s position as we grow, and at that point he would get some piece of a stake in the Splash business in line with other district managers.”

K & S Car Wash, NY

Then there’s the thorny issue of having two of your children, and a wife, working in the carwash business, like that facing Mark Kubarek, owner of K&S Car Wash with four locations in and around Auburn, NY. His wife Terri is the financial director and vice president of the company, and daughter Amanda, 34, and son Christopher, 32, have been involved with the carwash for eight years.

“I’m actually a second generation carwasher,” Mark Kubarek said, “because I worked for Terri’s dad, Ted Kastick, from 1977 to 1985 at the carwash before I bought the wash from Ted and his partner John Smith. So our kids are third

Continued...

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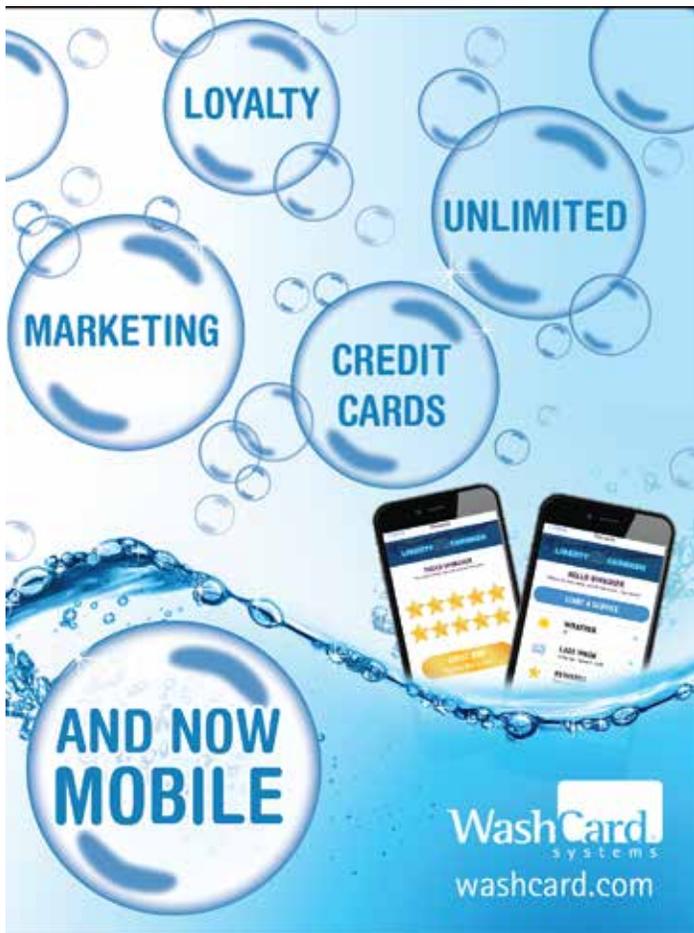


Next Generation Finds Its Voice ... *continued*

The Family Kubarek. Terri, Mark, Amanda and Chris outside their Genesee Street location. Right: Chris and Amanda work in harmony (really!) on the rehab of a site.



Amanda and Chris Kubarek



generation carwashers. The biggest challenge I face is that Terri brings the carwash home with her, although I have to say it's really good to work together as a family."

Mark Kubarek said it took him awhile to listen to his daughter's and son's ideas, but that "many of them are good ideas. I was unwilling to do an unlimited program for years, but they kept after me and we did it, and they certainly were right about its value."

K&S Car Wash has an express tunnel, two in-bay automatics, and four self service bays at its North Street location in Auburn; an express tunnel, in-bay automatic, and six self-service bays at Genesee Street in Auburn; an in-bay automatic and four self-service bays in Weedsport; and two in-bay automatics and four self-service bays in Sennett. Its farthest locations are nine miles apart (Genesee Street to Weedsport), and the rest of the locations in the Auburn area are within a four-mile radius.

Amanda Kubarek currently is office manager for K&S Car Wash, but has handled lots of different jobs at the wash since she started working there on weekends at age 15, "scrubbing bumpers, and doing all the regular work you have to do in a carwash." She went to college, worked at Disney on a college intern program, then went back as a permanent employee of Disney before being laid off in 2008, when she came back to K&S.

"I finally graduated into the office," Amanda Kubarek said. "And last year after our company bought two existing carwashes in Sennett and Weedsport my brother and I were charged with handling the two express washes in Auburn."

Amanda Kubarek calls herself "a replica of my mother, and

Continued ...

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Next Generation Finds Its Voice ... *continued*

my brother is a replica of my father, so sometimes we are all butt heads. They are all high strung, but I'm the most relaxed of the three of us because I just go with the flow."

Chris Kubarek was working in the carwash part time through high school, and continued after he went to electrical trade school and became an electrician.

"While I was an electrician, I was working between 20 and 30 hours a week in the carwash, and at age 23 decided to work the carwash full time," Chris Kubarek said. "When I came back, I took over the day-to-day running of operations and employees, while my father transitioned to the maintenance and parts side of the business. He wanted to wean himself into a behind-the-scenes position."

When Chris Kubarek first returned to K&S, he was an hourly employee for the first two years back, and then moved into a salaried position. After five years, there was a part transfer in ownership of the business.

"I'm still a minority owner along with Amanda, but we look forward in a few years of going into the majority," he said.

Spritz Car Wash, NY

The father-daughter-son dynamic also plays out at Spritz Car Wash in New York's Saratoga and Schenectady counties, where Steve Weekes has six locations, three with express tunnels, a dozen in-bay automatics, and a dozen self-service bays spread out among the six. "My wife is involved in the business too because when I get home, she asks me what happened at work, but she already knows it because of the kids," Steve Weekes says with a chuckle.

Their daughter, 28-year-old Mackenzie Wilock, works for the company in sales tracking and customer relations, while son Sebastian Weekes, 23, has been handling operational duties at all the locations, such as collecting money, fixing machines, and dealing with employees.

Mackenzie Wilock said that after working for Spritz during high school, she graduated from community college, and then the State University of New York (SUNY) at Plattsburgh.

"I wanted to work for my dad and his partner, Peter Rosenfeld, but they said I had to work somewhere else first to get full-time working experience," she said. "I had worked part time at Enterprise Rent-A-Car® during college and got a full-time job with them afterward. When they finally took me on at the carwash, they made me do every position for two weeks, in the coin laundry, carwash maintenance, as a carwash attendant, and assisting Peter with banking relationships and project identification."

She said that while she, "would not want to change anything in her working life 90 percent of the time, sometimes I want to rip their heads off because they are being so difficult." However, she believes that she is, "a good mediator between my dad and Sebastian," and enjoys working in customer service, human resources and in accounting. "Whatever needs to be done, I will do it," she added.

Sebastian Weekes spent most summers during his high



Team Spritz is comprised of Steve and daughter Mackenzie, 28, and son Sebastian, 23. They operate six locations in the Capital Region of New York.



school years working in the carwash, as well as school breaks. Last May he graduated from SUNY Plattsburgh with a Bachelor's degree in marketing and business administration.

"They threw a lot of stuff at me at first when I came to work after college," he said, "a lot of maintenance and facility improvement jobs. Then I moved on to office work, helping other people with projects, and managing employees. I've found that there are no serious challenges working with family because we are all on the same side helping each other."

Steve Weekes observed, "I want to get to where all three of us can run this place equally. I'm sure they will be better at it than I am, and I think I learn as much from them as they do from me. I think it's good to have my eyes and ideas open to my kids because they are the future of the business." **NC**

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

Editor's Note: It was easy to select a handful of great family carwash teams, but many more exist and we hope to feature them in future issues!



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Combatting COVID-19

Stay at home directives, shelter in place edicts, six-foot social distancing, disinfecting almost everything, frequent hand washing, wearing masks or facial coverings, and essential/non-essential business designations are the “new normal” being lived by the country’s residents in the grip of the Novel Coronavirus pandemic. And especially hard hit are carwash operations in some states that deem them non-essential businesses and are stingy with waivers to that declaration.

Northeast Carwasher talked with several operators in different states to get a feel for how they are weathering the Coronavirus storm, how it has affected their businesses, what they’re doing to keep customers and employees safe, and what they see for the near future of the industry. (Note: This piece was edited on May 7, 2020.)

Hoffman Car Wash, upstate NY

Tom Hoffman Jr., chief executive officer of Hoffman Car Wash based in Albany, NY, has 21 locations, and is building site 22. “We shut down all our conveyerized locations in

March, and even our in-bay automatics, and self-service bays, and then a week later reopened the in-bay automatics and self-service bays that had a Jiffy Lube on the property because Jiffy Lube is designated an ‘essential business’ as an automotive maintenance and repair facility,” Hoffman said. “We had to furlough more than 500 employees, but continue to pay all their benefits while they are out. They have applied for unemployment benefits, and the federal CARES Act allows for up to \$600 a week in addition to that.”

Hoffman noted that the company gave everyone working at their Jiffy Lubes a 25 percent bump in pay, or, depending on their pay rate, at least \$4 an hour more, as hazard pay. “Our Jiffy Lube employees are wiping down the inside of the cars with antiseptic spray when the customer first arrives, and then again after they park it outside when the job is finished,” he said. “Doing the sanitizing protects both the employee and the customer.”

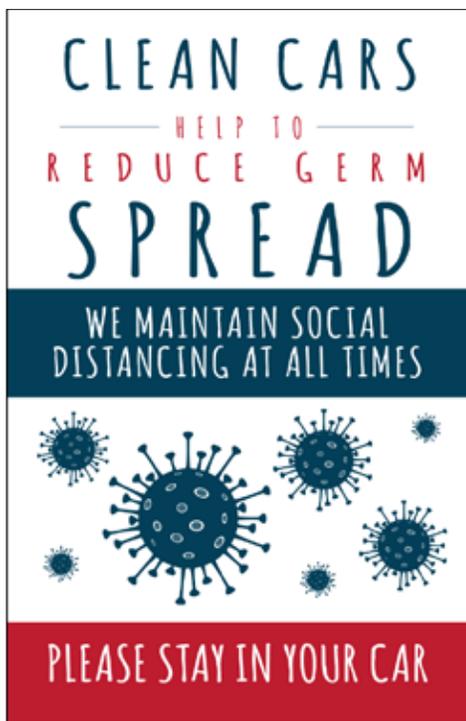
Hoffman said that Hoffman Car Wash has developed a method of reopening as an exterior carwash that safely protects both its employees and customers.

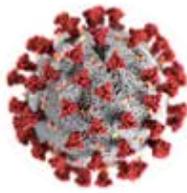


COVID-19 Carwash Signage Abounds

Jersey Shore operator Doug Rieck has shared some of his colorful and poignant COVID-19 signage. It certainly gets the point across. **NC**

If you want further information send him an email at dougrieck@gmail.com





“We’ve developed an app with Micrologic for a contactless transaction where the customer doesn’t have to roll the window down,” he said. “The app allows us to register a credit card on file, and then displays a QR bar code the customer can scan and use to open the gate, or at a manned location, show the QR code to the employee who will scan it at a safe distance. The app also will be able to use an RFID tag which charges the card on file, instead of having the customer hand a credit card to an attendant.”

Broad Street Car Wash, Trenton, NJ

Doug Karvales is the owner of Broad Street Carwash in Trenton, NJ, a full-service carwash that has switched to an exterior only model.

“We stopped our guys going into cars on March 15,” Karvales said. “Even though they were wearing masks and gloves, getting in the cars didn’t feel like the right thing to do for either employees or the customers.”

Karvales said he immediately adjusted all his prices, dropping \$6 to reflect the difference between the types of carwashes.

Continued on page 28 ...

Carwashers Give Back

There’s no doubt that the industry is hurting right now, but despite dismal volumes and skiddish customers (if you have any) the carwash community knows that there is nothing better than giving back. Anthony Manning, general manager of Colonial Car Wash in Schenectady, NY, recently delivered 20 pizzas to first responders at Ellis Hospital here in April. “It’s what you do when you can help out,” said Colonial Car Wash Owner Dave Fusco. “These health care workers and busting their (backs) at what they do. We all need to thank them.”



Steve Sause, executive vice president of Cloud 10 Car Washes said that at his Pennsylvania site he sponsored food for first responders and medical workers where 25 percent of a day’s total sales were channeled to Manhattan Bagel Co. which sent bagels, cream cheese, and sandwiches to a local Colmar hospital. In Florida, Cloud 10 did the same thing, sending deli and sandwich platters, and barbeque to Physician’s Regional Hospital. The company also raised \$3,600 in March through a fundraiser to benefit the Harry Chapin Food Bank in Naples, FL. **NC**

If your wash has been doing some great things for your community, please let us know. We want to feature you and thank you for giving back! Email us at suzanne.stansbury@icloud.com



Some COVID-19 Candor

The *Northeast Carwasher* has asked some industry insiders for their thoughts on what we have learned from COVID-19, what will be our “new normal” in carwashing and how you come out of this successful, happy and whole. We thought their insights would be helpful moving forward. We thank them for their thoughts and candor.

Ben DuGoff, College Park Car Wash, College Park, MD

What have we learned from COVID-19?

I hope the biggest take-away from this experience is an improved work-life balance. Especially, us, those in the service industry, need to take greater stock in what’s fleeting – time with our families and time away from work.



I also hope that cleanliness (and PPE) is next to godliness. More gloves, more masks, better soaps, more cleaning. Hopefully, this means more customers at our washes!

Continued on page 30 ...



Covid-19 Procedures

Express Wash Concepts (parent company of Central Ohio-based Moo Moo Express Car Wash, Greater Dayton-based Flying Ace Express Car Wash and the upcoming Cleveland-based CLEAn Express Auto Wash) has implemented the following Covid-19 procedures:

Around the Wash:

- Documented enhanced hourly sanitation/disinfecting of all touched surfaces.
- Minimize customer touch points at kiosk. We changed our screens so retail wash customers can quickly select a wash and insert payment... Unlimited Wash Members (UWC) enjoy touchless transaction as always.
- Provide hand sanitizer dispenser at retail wash kiosks.
- Practice social distancing (provide ground markers where appropriate).
- Temporarily suspended UWC sales to minimize staff/customer interaction.
- Retail office and free vacuum lot closed.
- Self-serve VIP packs for customers in a bucket outside of wash tunnel (vs. staff handing to customer inside the tunnel).
- Enhanced Covid-19 signage (digital menu, kiosk, loading entrance, "Now Open" banners, etc.) alerting customers to our revised procedures.



Employees:

- Formally documented daily wellness check completed by all onsite staff.
- Company provided PPE including face masks and shields, gloves, hygiene recommendations (wash your hands frequently!) and reminders.
- Limited customer-facing contact (Home Office taking care of customer service-related inquiries).

Community Involvement:

- Stay involved in your communities, look for ways to spread kindness!
- We ran a social contest asking customers to submit their clean car pics for a chance to win Free Washes for a Year. For every submitted picture, we donated \$5 back to our local food banks.
- We are honoring segmented "essential" workers each week via a social media campaign where we are giving away free signature washes. Customers sign up via a landing page, and they receive a coupon for a free wash. More than 3,600 "Medical Professionals/First Responders" redeemed their free wash; current campaign is targeting "Retail/Industry" professionals.
- Reach out to your partners and media vendors to see how you can work together to jointly promote your messages.
- Selecting local nonprofits and donating a percentage of profits back to these organizations. **NC**



Content provided by Beth Martin, Marketing Director of Express Wash Concepts, the parent company of Dayton, Ohio-based Flying Express Car Wash, Central Ohio-based Moo Moo Express Car Wash and Clean Express Auto Wash.

Foam & Wash Follows the Rules & Hams it Up

Hudson Valley, NY, operator Gary Baright of Foam & Wash Car Wash has complied with the guidance issued by the New York State Department of Economic Development d/b/a Empire State Development (ESD) and the Attorney General.



In doing so his signage is precise and he is following it to the letter. But, his staff is also having a little fun with their social distancing aspect of their “new normal” as is evidenced by the hand clappers. Thank God for a little levity! **NC**

Exacting signage protects the Foam & Wash employees and customers.



Foam & Wash Car Wash started operating in 1960 with its first wash in New Windsor, NY. It now employs more than 150 team members and is owned by the Baright family.



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Combatting COVID-19... continued from page 25.

“Our people are running tickets for customers because we don’t have any pay stations up front,” he pointed out. “They scan the ticket and crack the window for the receipt. We have one guy at the front and two and the exit end.”

Karvales said he’s kept eight full-time employees working at between 16 and 24 hours each per week, but had to furlough a number of part-time workers. He filed for a Small Business Association loan to be able to give his employees 40 paid hours of work a week.

“As far as carwash volumes go, we had been open, then we were told by the state to close, and then we’re back open,” he noted. “I contacted my local Congressman to alert him about what’s happening in our industry, and he got right back to us with a clarification that we could continue to operate as a drive through carwash, something that had not been clear on the New Jersey state website.”

Karvales said that Broad Street Car Wash has commitments to wash New Jersey State Police vehicles, Mercer County Sheriff’s Department vehicles, and a number of township police department cars and SUVs.

“They are continuing to use us, and we want to continue to offer the service to them,” he said. “We also provide them with antiseptic wipes to wipe down their dash and steering wheels, and we also provide free wipes to nurses and first responders.”

While full-service detailing has not been a big part of Broad Street’s business, express detailing has been popular with customers.

“We will continue express detailing, and are looking at products where we can be in the cars with EPA (Environmental Protection Agency) approved sanitizing solutions, with the guys wearing masks and gloves, and changing them after doing every car,” Karvales pointed out. “When this is all over, it’s likely our guys will continue to be diligent about wearing gloves for their own safety.”

Cloud 10 Car Wash, CT, PA, FL, NJ

Steve Sause, executive VP of Operations of Cloud 10 Car Wash, has two exterior express tunnel locations with in-bay automatics and self-service bays in Manchester and Willimantic, CT; an exterior tunnel, self-service bays and a quick lube in Colmar, PA; two exterior express locations in Naples, FL; and a newly-opened exterior express wash in New Jersey. Sause said that all of his locations are open and operating.

“Four weeks ago when Pennsylvania offered waivers for essential businesses we applied and got the waiver in four days,” Sause said. “Then we applied for the waiver in Connecticut and got it two days later. No waivers were needed in Florida where we are running 145-foot tunnels with two people; and our newly opened New Jersey wash is allowed to operate as an exterior-only wash.”

Sause noted that he was able to get documentation from chemical companies that showed their products could disinfect hard surfaces on vehicles where the virus might live.

“People touch multiple points on their cars regularly like door handles, and the top of the door above the windows, and these are places where the pathogens could live,” he said. “We made a case in our essential business waiver applications to

show that we were necessary to eliminate those pathogens, and also that in the exterior wash process, the customer is safe inside the vehicle while we clean the outside of the car.”

Sause pointed out that his employees were practicing social distancing and enhanced cleaning techniques weeks before most other businesses were doing so.

“We use high-level janitorial hospitality cleaning products to sanitize hoses, wands, vacuum nozzles, pay stations, and all the other surfaces where a customer or employee might come in contact,” Sause said. “We are sanitizing those surfaces using pump-up sprayers every hour.”

K&S Car Wash, Central NY

Chris Kubarek, an owner of four K&S Car Wash locations in Auburn, NY, between Rochester and Syracuse, has in-bay automatics and self-service bays at all of his locations, and express tunnels at two of them.

Continued on page 49...

More Signs of the Times



Colonial Car Wash, Schenectady, NY

The cold, hard fact of being closed down early on in COVID-19. Governor Andrew Cuomo PAUSED the state through May 15. All non-essential workers were directed to work from home and eventually ordering everyone to wear a face covering and maintain a 6-foot social distance from others in public.

Delta Sonic, Buffalo, NY

This wash followed all the rules and when they could open again gave their customers explicit instructions in simple, readable signage.



The Barn Car Wash, Saugus and Revere, MA

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Some COVID-19 Candor... *continued from page 25.*

What will our “new normal” look like in our industry?

Many businesses are finding that a traditional office setting may not be necessary. This could translate into less folks driving to/from work, more non-traditional work situations, and a few less cars on the road.

Dusty Baker’s 1977 invention of the high five may be gone with bell-bottoms and skinny ties. A return to a tip-of-the-cap or eastern bowing could become our new greeting.

And, paper money might be one of the dirtiest things we handle with little, to no, concern. At our wash, we strive to provide stellar customer service, and typically this includes making change (because ya’know they only want one more minute...but \$5 later...). This may have to stop. I also hope contactless payments become standard and that the ancillary hardware improves in performance and durability.

How do we come out of this successful, happy and whole?

Sadly, no one is walking away from this unscathed. We all missed a funeral...a birthday party...a family dinner or two. We all lost something. Some, much more than others. But no ones loss is any less significant.

Paul Fazio, CEO, Sonny’s the Carwash Factory, Tamarac, FL

What have we learned from COVID-19?

What happened to the easy questions like, “do you think people like express washes”? As a group we learned how quickly our lives can be turned upside down. How through no fault of our own individually, our lives can be so disrupted – and even destroyed – or lost. We learned how tied to each other and the rest of the world we really are – whether we want to be or not. We learned we are free to make choices – until we aren’t! We saw together “the facts” change daily as new information came out. We saw just how fragile and vulnerable we really are – and it was frightening.

We also saw even in the most unnerving of times, we as Americans are a resourceful group that attacks a challenge. In times of need, we can come together and get things done. We may not be perfect, but I believe our country still has what it takes and will continue to be looked to as the leader of the free world.

Personally, I have learned to appreciate what I have more. I took for granted the simple things that in the end mean so much to me. Like the ability to simply be with people. I always knew I liked being with people, and that I am a “hugger.” The lack of face-to-face interaction and actual contact with people I care about left me feeling disconnected and with a sense of loss. The idea that there was nowhere to go was something I could not get used to – like going out to dinner, or to a venue to listen to some live music (one of the things I love to do the most with my free time). I have business offices in several states now that I was being told I can’t



visit since air travel is for the most part forbidden except for essential reasons. The loss of freedom I find difficult to deal with.

What will our “new normal” look like in our industry?

First, we will learn to live our lives in conjunction with this virus. Whether that means masks and distance until a vaccine is available, not sure – but we will come up with a plan to get the country moving again. That’s what we do.

For our industry, I think it is the full serve and flex serve aftercare that are the areas of the industry that may be the most affected – simply because of the contact points. I believe we will see more of these locations getting converted to the express model, if the property layout allows for that. The inbay, self-serve and express models still work in that there is very limited interaction and the touch points can be controlled. I don’t doubt that we may need to be more visible in the way we now routinely disinfect the screen on our entry kiosks, etc., or how regularly we will need to disinfect the vacuum nozzles on the free or pay vacuums to make people feel good about using these items. But for the most part, these three models of washing fit the narrative for distancing and isolation going forward. And not just for our industry, but I believe we will see more movement away from cash and toward credit card only transactions. So, as an industry, I think we are better positioned than many other industries – some of which may not survive the “new normal.”

How do we come out of this successful, happy and whole?

Is Doctor Phil coming up with these questions????? What I have always loved about this industry is that it is made up of true entrepreneurs (or as others say – a bunch of real characters). As such, we adapt as needed. Thankfully, as I stated earlier, I believe our industry will survive this. Most of the locations in the marketplace today are offering a service that the customer wants, with minimal contact points and personal distancing, making the customer feel comfortable. That puts us at a starting point way ahead of a lot of other industries. Yes, I believe it will take time to get back to the volumes we had pre-virus for all the obvious economic reasons. The new unemployment level, businesses that will be closed or devastated by this event, etc. will affect income/disposable income levels for some time to come. Even with that I believe the “successful” part of the question still looks good for our industry from the purely business aspect.

As for the “happy and whole” part of the question, I can only speak for myself. When this whole thing erupted, I was in Vail, CO, on an annual trip with several of my counterparts from this industry. Most of us got the virus in Vail, which as it turns out, was a hot spot when we were there. Thankfully, we all made it through the virus with no permanent physical damage – at least that we currently know of. One acquaintance of ours, a guitar player in Vail who performed après-ski, was not so lucky. He had some previous health issues and this virus was more than his body could handle and it took his life at just 64 years of age.

Successful, happy and whole you ask? On the business side, Sonny’s and the other companies I have purchased were all able to stay open. Yes, business has been affected but we are still strong and positioned well for the future.

Continued on page 32...



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Some COVID-19 Candor... *continued from page 30.*

On the personal side, I believe today I could not be more blessed than to have a wife that I just celebrated 38 years of marriage with and love her more today than the day I met her. We have four kids – all of which we have a great relationship with. Three of our kids are married, and we actually love their spouses. We have five grandchildren and we are doing our best to spoil them all rotten. We also have three rescue dogs that fill our house with dog hair tumbleweeds (only an owner of dogs with long hair will understand that remark). Add to that my work and carwash extended family. After what we all just went through, I have redefined what successful, happy and whole means to me. Suzanne – I'm there!

Ron Slone, President, Hoffman Development Corp., Albany, NY

What have we learned from COVID-19?

In our organization we have learned the importance of working together in a crisis, the necessity of good communication and the need for constantly adapting. We are all acting on insufficient information while trying to open as soon, and as safely, as possible which means we need to work together on solutions. We have always believed that good leaders trust people with the truth. Throughout this crisis we have worked hard to provide timely and honest communication to all our staff both working and furloughed.



What will our “new normal” look like in our industry?

We believe people will return to businesses when they feel safe. We are reviewing all our procedures with an emphasis on making interior cleaning safer by using a sanitizer as the first step in the process, installing kiosks at a faster rate, and launching a customer app to buy both individual washes and join our unlimited club. For all of us it will take a full measure of creativity and patience to reach a “new normal.”

How do we come out of this successful, happy and whole?

We will see the ingenuity and resourcefulness of our manufacturing, medical and technical industries rising to meet this crisis. The private sector is already hard at work developing antibiotics, vaccines, medical equipment and better ways to trace infected individuals. Just like in the early 1940's when we came together to defeat an enemy that threatened our way of life – we will defeat this enemy. It's true, we will be a changed nation after this pandemic, but in many ways we will be a better and stronger nation. One of the changes from WW2 was that women entered the workforce in large numbers for the first time (men were being drafted) and then continued to work outside of the home after the war. I think of all the smart and talented women we have working with us today and I see this as one of the most positive changes brought by the war.

Patti Kaplan, Starlite Car Wash & Detail Center, North Reading, MA

What have we learned from Covid-19?

Many revelations in the health and science arena come to light daily to fight this daunting enemy. I am personally inspired by the innovation and collaboration of our fellow human beings to support and help each other. Neighbors sewing masks, perfume manufacturers shifting production to hand sanitizers, and Adidas retooling to make face shields to keep their workers going and health care workers safe. As a result, I suspect that supply will eventually meet the demand for PPE. The bigger takeaway is that despite sophisticated technology we still need people to bring it all together – and they have!!!



What will the “new normal” look like in our industry?

The good news is that many aspects of our business are already set up to accommodate the necessary precautions and will not need much adjustment. Inbays may become more desirable for obvious reasons, self-serve bays are spaced apart sufficiently for social distancing and Express/Exterior models require little or no contact. I am unsure of our customer's reaction to the detailing business, however. On the one hand, I believe some customers will be thrilled to get their cars cleaned inside while others will remain much more conservative. Either way, employees will don masks and gloves and must be diligent with sanitizers.

On the supplier side, I see many more webinars in our future. It is an effective way to introduce and showcase products. Operators who plug in will become better informed. But operators will still want suppliers to lend a hand in person and offer guidance with respect to a particular operation – new or enhanced – to make that carwash the best it can be.

How do we come out of this successful, happy, and whole?

It's going to be a bumpy ride for sure, but I think perspective is the answer. First, I am grateful that my family is safe and well. It is essential to have a supportive community to keep us grounded. That community can take many forms – friends, family, co-workers, charities, or even “Zoom.” The question of what defines “success” is for each individual to answer. To remain happy and whole requires connection with people no matter how you define “your people” and perhaps something positive that has come out of this is that we have all recognized how important these connections are and how to maintain them in many different ways.

A shout out to everyone I know in car washing. I hope you are all safe and we will weather the storm! NC

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Coming Out of COVID-19

Marketing Your Wash After a Pandemic

By Chris Brown

How fast things can change. As the calendar flipped into 2020, carwash owners, investors and employees stood excitedly at the precipice of what was certain to be a record-breaking year. Revenue momentum, rapid expansions, Wall Street interest and visionary leadership had companies across the country poised for growth never seen in this industry. Who would have predicted a microscopic enemy 7,000 miles away would flip our world and prospects for this year on their heads. In a 60 day eye-blink, gone. Now, as the country comes to grips with this new paradigm, our industry and leaders must rebound, and rebound they will. As your city begins to reopen, here are some grassroots marketing ideas to kickstart your return volume and top-of-mind awareness in your local market.

Sparking Social Media

No volume-rebuilding plan is complete without a social media component. Ensure your Facebook and Instagram pages are updated with your current service hours and offerings. Facebook allows for inexpensive paid “boosting” of ads in a chosen radius around your location. Leverage your employees’ circles of influence by creating a customized post they can also share on their respective social media pages to get the word out more quickly. In your social media posts, be sure to include a brief explanation of what steps you are taking to keep your guests and employees safe, along with a quick “thank you” to medical and other essential workers. You can even add a promotional offering for more punch.

Influence with Influencers

Unlike yesteryear when an individual’s circle of influence was largely confined to their 20 or 30 closest friends, it is not uncommon today for social media mavens in your community to have thousands or tens of thousands of followers. One positive tweet or comment about your facility can gain immediate awareness and exponential exposure. Why not reach out to one or two of your local “influencers” and offer to wash their car for free for the next month or two in return for a social media shoutout each time they come through the wash?

Spin to Win

Using a sign spinner may not be one of your normal best practices, but extraordinary circumstances require extraordinary measures. Using a sign that says, “Stay safe. We are open!” or “We are open! No waiting!” will capture attention. If you have staff working on shorter hours, this can be a great way to give them more hours that are self-funding. Even if the employee only generates one or two cars per hour, they have paid for themselves. The additional marketing views or impressions you gain are free. Further, placing a sign spinner at strategic, high-traffic corners near your location will get you noticed more rapidly. Tight budget? Place your sign-spinner only during rush and lunchtime hours on sunny days for your greatest immediate return on investment.

Broadcast with Banners

Posting a large, “We’re open! No Waiting!” banner on any road frontage exposure area is probably the least expensive, highest return action you can take. Avoid overly fancy or dark banners. An inexpensive, simple white vinyl banner with high-contrast colored lettering from your logo will suffice. The nice thing about this type of banner message is it can be used throughout the year when volume is down, not just when you are trying to recover volume lost from COVID-19.

Mobilize It with Digital Boards

In many markets, you can rent mobile digital billboards which can be driven within a 10-mile radius around your location. In addition to canvassing streets around your facility, concentrating on high-traffic shopping areas like mega gas stations and grocery stores will be seen by thousands of buyers who are buying right now. Mobile digital readers are still uncommon, so they are difficult to overlook when nearby. A simple, bright message again with the, “Stay Safe. We’re Open!” mantra along with your logo will do the trick.

Barter for Bigger Advertising Returns

If you are considering larger scale advertising purchases i.e. radio, television or billboards, try to avoid paying 100 percent cash. Offer carwashes as a portion of the purchase to stretch your advertising dollar. Negotiating barter components is a common practice with media companies of all types. So, do not be skittish to bring it up. Many firms have designated barter representatives employed solely to handle their barter transactions. Whether you barter for all or part of a purchase, or even just for the media company to throw in some extras, any portion you can trade for will save you a bundle.

Make sure to staff appropriately when your advertising efforts go live. If a sign spinner or digital reader is placed in the community, it could generate an immediate boost in volume. You would hate to motivate new or return guests to visit but not be ready to handle them. Advise team members in advance when traffic-builders are being employed so they can plan their breaks accordingly. Further, have your managers frequently ask guests what brought them to the wash that day so you can determine the success of your marketing efforts.

There is not a company or family that has not been impacted by COVID-19. The loss of life we have experienced as a nation and worldwide family of companies has cut across all parts of society and cut deep. We mourn together as an industry, but we will return. Now, it is time for us to add new words to describe our industry in 2020, essential and resilient. Let’s get busy. **NC**

Chris Brown is Owner and President of Myrrh Consulting, a management development and training firm specializing in the carwash industry. Chris can be reached at chris@myrrhconsulting.com

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A Look Back at PPP

By Michael Ford

Round 1 of the Payroll Protection Program (PPP) was riddled with scandal. Big banks played favorites, shuffled the deck and straight out discriminated against smaller businesses.

We have all heard the stories about publically traded companies, professional sports teams and other unworthy recipients of the first round of the Payroll Protection Program. The PPP legislation was intended to help small businesses with 500 or fewer employees, the ones hardest hit by the COVID-19 related shutdowns and quarantines. This program was meant to allow small businesses to obtain cheap, forgivable loans that would serve as a life-line until the pandemic receded and businesses could reopen.

The initial round of the program was full of loopholes that allowed major universities, law firms and even large publicly traded restaurants and hospitality chains with far more than 500 employees to tap into the program. These companies were able to move to the front of the lending line because they have deep banking relationships with financial institutions handing out the money.

Many of the big banks denied playing favorites on this first-come, first-serve program, but we all know better. Some used the excuse that they were forced to hand out money first to their best customers because the Treasury Department and the Small Business Administration (SBA) didn't provide guidelines on what types of businesses should benefit from the PPP. While this is partially true (mostly untrue), the fact is, many of these banks selectively gave the money to their borrowing customers and they did it for their own benefit. Why? It's simple. First, the funds they gave to their borrowing customers could be used, in part, to make payments right back to that same financial institution. Second, they got paid to do it. The SBA paid them up to 5 percent just to make the loans. Now that's what THEY call a Win! Win! Benefit yourself and get paid to do it!

The facts surrounding big banks and customer bias in Round 1 of the PPP is undeniable. The average size of all PPP loans in Round 1 was \$206,000. The average size of the loans written by the top 10 banks was over \$440,000. You don't get double the loan size by not stepping on or over the small guys to make those big loans. For small businesses, the big bank money grab was a Lose! Lose! They didn't get the money they needed and now they'll have to pay it back in the form of increased taxes in the future.

In one case, it was documented that a large bank totally ignored the application of a women-owned business customer simply because she didn't have a loan with them. This was done even though her firm was one of the first 10 businesses to apply with that financial institution. When confronted, the big bank claimed they were processing applications in the order received and denied they shuffled the deck. They said this even though they approved thousands of loans that had applied after her business.

Some banks didn't even bother to deny that they were discriminating against small business. Take the bank that had the audacity to do a webinar for one of the carwash associations. The bank told the listeners about all of the great things the PPP

loan could do for their businesses. Then the presenter finished with the punch line of "we're not accepting applications for any PPP loans under \$150,000!"

That's right! If you don't have a \$60,000 a month payroll, they're not even going to talk to you ($\$60K \times 2.5 = \$150K$). Carwashers need to remember these moments in the future!

As a result of this disastrous rollout of the first round of the PPP, the Small Business Administration (SBA) was forced to enact rules, or what they call "guidance," that basically pressed banks to start lending to smaller companies. In addition, they strongly "encouraged" the truly undeserving big businesses to either not apply for PPP loans or return the money they did take. The SBA did the latter by announcing that they were going to audit all PPP Loans over \$2 million.

Good for you SBA!!!

Round 2 of the PPP

In round 2 of the PPP, the United States Treasury made a firm commitment to making the program more equitable to small businesses. A Treasury spokesman said, "It's fair to say that we are looking at ways to make the program even more effective at reaching its intended recipients." The Treasury Department and the SBA stepped in to close the various loopholes that plagued the PPP and deprived many small businesses from getting their hands on the money.

They made it easier for community banks and credit unions to write loans by setting aside \$60 billion earmarked just for them to lend. They limited the number of loans individual financial institutions could submit per hour. They placed restrictions on the use of robotic application entry. They did this because these programs were overwhelming the SBA system and giving an unfair advantage to the large banks that use them. In addition, they set aside specific times for small banks with assets under \$1 billion to enter applications in to the SBA approval system.

The results of these actions were that more true small businesses were able to get loans. The average size loan went from \$206,000 in Round 1 down to around \$73,000 in Round 2. That meant that even the smallest businesses were able to successfully receive funding. In fact, according to the leading SBA training entity, The Coleman Group, PPP loans were extended for as little as \$300 to some very small sole proprietors. Now that's what we like to see. Even the small guys getting help when they need it!

One thing we noticed in the second round of PPP was the slower pace of the use of funds. All the experts had expected the funds to run out in a couple of days. The first round took less than two weeks to blow through \$349 billion. However, by the end of the second week of Round 2, the pace of loan applications dramatically slowed. The \$310 billion second round still had over \$120 billion available. This was even though less than 15 percent of 30 million businesses in the United States had been approved.



We think that part of the low usage is poor communication by the SBA and lender indifference when it comes to single-owner businesses with no employees. According to the United States Census Bureau, 25 million of the 30 million businesses in the US do not have payroll*. Some lenders were telling applicants that if they did not have payroll, they could not apply. Others would let them apply and then not process the application because the Sole Proprietorship, Partnership or closely held Limited Liability Company could not provide IRS 940 or 941 payroll filings. These forms are not required by the IRS for businesses that only employ the owner(s). Therefore, these closely held entities could not produce what they do not have. One issue was that the SBA did not tell lenders how to process these loans until after the first round of funds had expired. However, lenders did have clear guidance for the second round.

During the second round, I personally had to send several lenders the guidance from the SBA that specifically outlined how lenders were required to calculate the monthly payroll of Sole Proprietors, Partnerships or closely held Limited Liability Company's. Some lenders actually processed the loan requests. Others ignored the guidance and kept on asking clients for the same forms. The fact that I had to send the information tells me that many deserving borrowers were turned away due to this lack of lender understanding and/or indifference.

The reason I say lender indifference is because the loans to nonemployee entities are small. This was because the SBA had a \$100,000 cap on individual employee compensation. The maximum loan amount for a nonemployee businesses was \$20,833 ($\$100,000/12 = \$8,333 \times 2.5 = \$20,833$). Therefore, many lenders would turn away the borrower due to the size of the loan or just passed them over in favor of larger requests and bigger commissions.

Many businesses in the carwash industry fall into this category of being closely held with no payroll. Small distributors/service companies and self-serve operators are the first that come to mind. All of these businesses were eligible if they were in existence prior to the COVID-19 pandemic.

The saving grace for many small businesses were community banks, credit unions, smaller regional banks and some Fintec lenders (those who use the latest financial technologies). Without them, many of the business owners would not have had an avenue to obtain their PPP Loan. Many thanks are owed to these small lenders. They stepped up and truly helped.

That's Truly Criminal

Beyond the borderline behavior of some lenders, as with just about anything to do with free money, people will tempt fate and try to cheat the system. According to the US Department of Justice**, two businessmen were charged in the District of Rhode Island with allegedly filing bank loan applications fraudulently seeking more than \$500,000 in forgivable loans guaranteed by the Small Business Administration (SBA) under the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

David A. Staveley, aka Kurt D. Sanborn, 52, of Andover, MA, and David Butziger, 51, of Warwick, RI, are charged with con-

spiring to seek forgivable loans guaranteed by the SBA, claiming to have dozens of employees earning wages at four different business entities when, in fact, there were no employees working for any of the businesses. "Tens of millions of Americans have lost their jobs and have had their lives thrown into chaos because of the coronavirus pandemic. It is unconscionable that anyone would attempt to steal from a program intended to help hard working Americans continue to be paid so they can feed their families and pay some of their bills," said U.S. Attorney Aaron L. Weisman for the District of Rhode Island. "Attorney General Barr has directed all U.S. Attorneys to prioritize the investigation and prosecution of crimes related to coronavirus and COVID-19, and we are doing just that."

According to court documents unsealed in U.S. District Court in Providence, RI, the fraudulent loan requests were to pay employees of businesses that were not operating prior to the start of the COVID-19 pandemic and had no salaried employees, or, as in one instance, to pay employees at a business the loan applicant did not own.

It is alleged that Staveley claimed in loan applications requesting more than \$438,500 that he had dozens of employees at three restaurants he owned, two in Warwick, RI, and one in Berlin, MA. An investigation determined that the restaurants were not open for business prior to the start of the COVID-19 pandemic, at the time the loan applications were submitted, or at any time thereafter.

According to court documents, it is alleged that on April 6, 2020, Butziger filed an application seeking a \$105,381 SBA loan under the PPP as owner of an unincorporated entity. Butziger claimed in documentation filed with the bank and in a telephone call with an FBI undercover agent posing as a bank compliance officer that he had seven full-time employees on payroll, including himself. Butziger falsely represented to the agent that he brought the employees on full-time on Jan. 1, 2020, and laid them off at the end of March. Butziger claimed the employees continued to work without being paid through April 2020, and that he would use SBA PPP funds to pay them.

The Rhode Island State Department of Revenue provided information to the IRS of having no records of employee wages having been paid in 2020. Agents interviewed several of the supposed employees who reported that they never worked for Butziger or the business.

While Staveley and Butziger are the first individuals in the nation charged with allegedly defrauding the CARES Act SBA Paycheck Protection Program, they won't be the last.

Continued...

How Do I Get Loan Forgiveness?

The big draw to a PPP loan was the fact that the loan could be forgivable. Business owners would have to use 75 percent of the loan for payroll and maintain their number of employees. This had to occur during an eight-week period starting from the date they received the loan. The challenge with this is that the final guidance on how the SBA was to calculate forgiveness was not even distributed until five weeks after the program began. That meant that some businesses were already more than half way through the forgiveness period before they were even given the final rules for forgiveness. A bigger issue was that many of the businesses were not able to operate at full capacity due to COVID-19 related shutdowns and quarantines. In addition, for some entities, employees did not want to come back to work. This was because employees either found work elsewhere, were concerned about becoming infected or were simply being paid more from unemployment for not working. This was an unintended result of the \$600 per week federal government increase in unemployment benefits.

According to the Small Business Administration, businesses will not be penalized if they can document employees refused to return to work. To qualify for this exception, the borrower must have made a good faith, written offer of rehire, and the employ-

ee's rejection of that offer must be documented by the borrower. Employees and employers should be aware that employees who reject offers of re-employment may forfeit eligibility for continued unemployment compensation.***

Final Evaluation of PPP

In the end, the verdict is still out on the PPP Loan Program. The perception of success is truly on a case-by-case basis. For some businesses the program was a huge disappointment because they either didn't get the money or ended up with more debt. For others, it was a huge success because the program helped them when they needed it the most. **NC**

For additional information on loan programs for small business, feel free to contact Michael Ford, Managing Director of Coast Commercial Credit™ at 800/400-0365 or MikeF@CoastCC.com

*Source: United States Census Bureau 2019 Report on Nonemployee Business - www.census.gov/newsroom/press-releases/2019/nonemployer-businesses.html

**Source: United States Department of Justice - www.justice.gov/opa/pr/two-charged-rhode-island-stimulus-fraud

***Source: The Small Business Administration FAQ - www.sba.gov/sites/default/files/2020-05/Paycheck-Protection-Program-Frequently-Asked-Questions_05%2006%2020.pdf

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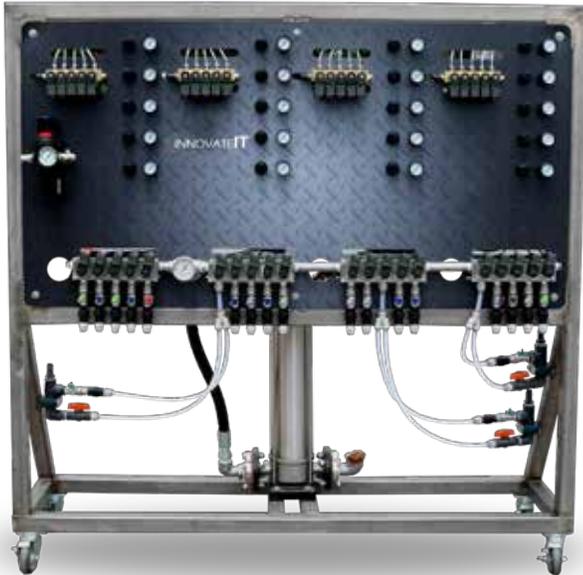
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Don't Get Punched in the Mouth!

By Lou Rendemonti

As a famous boxer once said, "Everyone has a plan until they get punched in the mouth." Well, he was right, and we can learn a lot from that quote when bad times happen. Just in the past 10 years we have endured the 2008-2009 economic collapse, Super Storm Sandy, and now the Coronavirus Pandemic.

Every carwash operator has a plan to run a successful operation and if he is fortunate enough, he will find financing or partners to operate several locations and raise the value of his enterprise exponentially. After many profitable years he will be able to sell his business and look forward to chasing golf balls in Florida rather than trying to make payroll. However, bad economies, natural disasters, tight labor markets, a Pandemic and the best intentions can be derailed in a matter of weeks. My dad, who ran the largest carwash in the world back in the '70s and '80s used to say that there were only two types of times that we live in; bad times and preparing for bad times! Throw in a critical illness, the premature death of the operator or other key people, a devastating lawsuit and you may find yourself selling your business at a deeply discounted value, just like my family had to do.

How did that happen? My dad never assembled that all-

star team of advisors and never had a franchise quarterback to coordinate the team. Here is a list of the four mistakes he made before being diagnosed with Lung cancer:

1. No long-term disability coverage for the owner. Every business owner should have a salary continuation plan funded by disability income insurance. This keeps capital in the business in the event of a critical illness or other catastrophic event. Disability overhead expense coverage adds an additional layer of protection by providing much needed capital to pay for business overhead including rent, lease payments, health insurance premiums, utilities, chemicals, and other normal everyday expenses of the wash.

2. No strategic contingency plan. The who, what, when, and how of the business operation. This is a well thought out document that includes, among other things, who gets paid what, when necessary bills are due like quarterly taxes and insurance premiums, payroll and other expenses. Most important, it defines what the business is worth in the event of a sale and who the key advisors of the business are to facilitate it for the survivor.

3. No Stay Bonus Plan. This is a strategic business continuity document that locks a key employee in should the business have to be put on the market. It should incentivize that key employee to stick around until the business is sold and should reward that employee with a termination bonus once the business closes. The bonus could be a percentage of the sale or other financial arrangement. It helps maintain the enterprise value of the business until a buyer is found and closing happens.

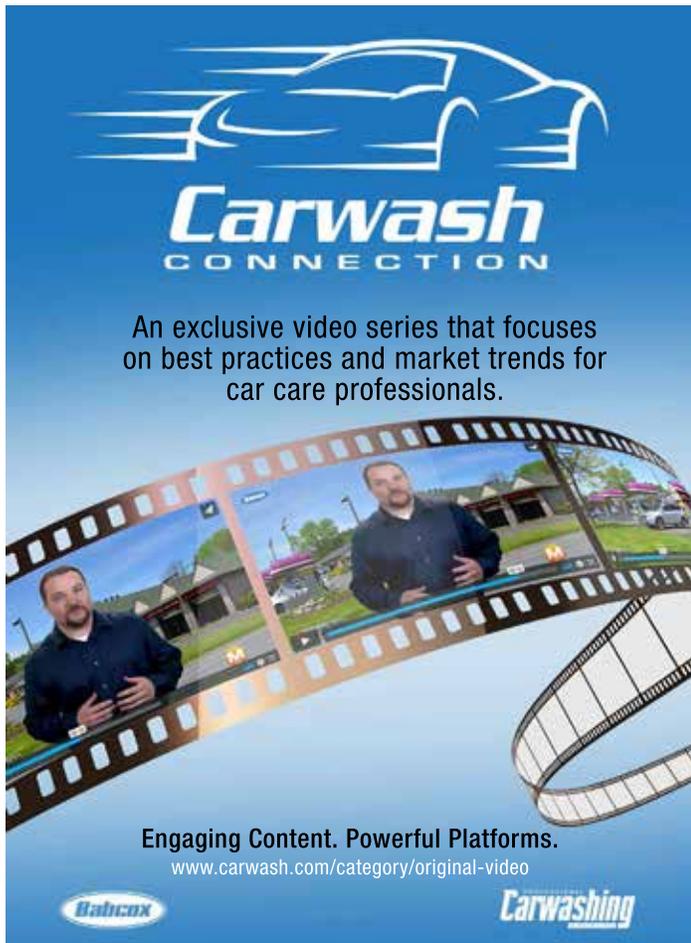
4. Inadequate Key Person Life Insurance. This mistake is obvious and frequently violated. Life insurance should be adequate to compensate the survivor's family with an income equal to what the business owner was receiving while alive and well. This guarantees that there will be no interruption of the cash flow to the family. It also buys time for the survivor to make a great deal and not be pressured for a quick sale or "fire sale" in order to raise cash.

This awful Pandemic has taught us all that there are an unlimited number of threats that can derail the best of plans. Some you are powerless to stop. Others are risks that can be mitigated against. The key is to work with an advisor or advisors who have experience in succession and exit planning, and let them do their job. Your job is to create a profitable business. Their job is to help you protect it.

For a complete Risk Barometer Survey of how well you are prepared please call or email me. **NC**

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2020-98983 Exp 04/21



The advertisement features a blue background with a white outline of a car and the text "Carwash CONNECTION". Below this, it says "An exclusive video series that focuses on best practices and market trends for car care professionals." The central image shows two men in dark shirts standing in front of a carwash, framed by a film strip graphic. At the bottom, it reads "Engaging Content. Powerful Platforms." with the website "www.carwash.com/category/original-video" and logos for "Gabcx" and "Carwashing".



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Should You Believe Everything You Think?

By Chief Happiness Officer, JoAnna Brandi

If you're pretty "normal" you think 60,000 thoughts a day. ninety percent of those thoughts are the same thoughts you had yesterday and unless you work at it, 80 percent of those are most likely negative.

In case you hadn't noticed, the world you live in can sometimes present itself as quite negative. So, at any given time there could be a lot of negativity running around in your head. Some of those negative thoughts are based on reality and others are based on a brain that evolved to look out for danger and not necessarily for happiness.

Your brain is designed to keep you safe, not happy. And so, deep inside it is a small structure called the amygdala which stores all the negative things that have happened to you (and other members of your tribe), so it's readily available to reference when something appears to be threatening. I refer to the amygdala lovingly as, "The little database of horrors." It's a handy reference point for anything that has ever hurt us in any way. It's really useful. But sometimes it runs the show!

In the Technicolor media-saturated world we are living in now, sometimes it's hijacked as many as 50 times a day. And that was before COVID-19 descended on us. It's the part of the brain

responsible for initiating the fight-flight-freeze reaction. When we really need to fight, flee or play dead because we are being attacked by a real predator, chased in a parking lot or get a kid out of the way of an oncoming car, it's a life saver!

While in the midst of this vital reaction though, all the non-essential systems in your body shut down for a good six hours or so. Digestion, elimination, and your immune system all shut down so you can react appropriately to the threat!

Makes sense – while you are trying to look for an escape route – your body doesn't need to be digesting, it needs to be running.

Here's the challenge. It's estimated that Americans activate that response not once a week or month – but daily – up to 50 times a day.

Whaaaat?

If that's the case (and even if it's only half true) dozens of times a day your body essentially shuts down it's immune function, digestive and elimination systems – anything not essential for "FFor F" – for approximately six hours, give or take.

It's the same thing for anger. If you allow yourself the luxury of anger for more than five minutes – down go all those precious bodily functions – the ones that keep you safe and healthy.

Got Happiness?

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

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

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**There's a big
 "Return on Happiness"
 in business.**

As we learned from the pandemic, precautions are necessary – but panic is counterproductive. To think creatively, it's important to monitor our thinking and focus on the things that will support our well being now and in the future. So, as a happiness coach, I'd like to make suggestions for staying in the state of body and mind that will build your immune system, help make you a calming – and not catastrophic – influence on others, and give you what you need physically and emotionally to stay in a state of well-being no matter what.

- **Be Intentional** – Set the intention, hourly if you need to, to be present to the situation in a calm and rational manner.

The odds are if you are reasonably healthy and take reasonable precautions you may be uncomfortable for a while, but you will be fine. Be sure to avoid “catastrophizing.” The odds are in favor of your health.

- **Be Vigilant** – Pay attention to your attention. Notice what you notice. Notice where that attention is going for where attention goes, energy flows. Self-correct as needed.
- **Be Accountable** - Until new behaviors become habitual keep a list of the new healthy habits you are installing to help keep you strong. If you make yourself accountable to self and others to meditate, exercise and eat clean and nutrient-packed foods (while eliminating junk, sugar and even alcohol) you'll be more able to present as a leader to team and family. And you will be a great example.
- **Be Grateful** – Are you warm, fed and dry right now? Do you have caring people in your life? Are you safe at this moment? Sink into a state of deep gratitude and appreciation and focus on that.
- **Be Aware and Be in Choice** – Especially during a time like this, when your energy is being hijacked constantly by all the scary things that could happen, it's important to be clear about the choices you make. You can choose to feel positivity, happiness or joy even in the midst of chaos.

You can choose perspective and optimism despite what you hear from the media. When you feel yourself moving into fear – ask yourself – where would I rather be? Fear will get you motivated – but if you let it hang around it will get you marinated in chemicals like cortisol and adrenaline that will – over the long term – shut down your vital systems often enough to make you sick. Arm yourself with positivity and choose it – every 10 minutes if you have to.

- **Be Truthful** - If it's hard to find these “turnarounds” then call for help. There are many people – including me – to help support your positive intentions and teach you the skills of optimistic people.
- **Be Giving** – Once you've got your own mask on, help others. Once you have found the state of mind that helps keep you calm, present and positive, share it with others. Be empathetic and giving to others who are traveling on a different path.

- **Be Intuitive** – Once you find that calm state of mind and body, tap into it frequently to help you make choices. The more you go to your heart, breathe deeply and slow down, the more you will be able to tap into your intuition and your innate intelligence. Since the subconscious mind picks up way more information than the conscious mind, you can tap into a wealth of ideas when you slow it all down and connect in.
- **Be Kind** – Now is the time for more kindness in our lives. There's a big bonus to being kind – the person who gives the kind act, the person receiving the kindness both receive a boost of serotonin – that's the biochemical known as the “rest and digest” hormone. And even more amazing? If someone witnesses you giving a kindness – their bodies secrete more serotonin too! Triple wonderful!
- **BE On Purpose** – The more that you are aligned with your purpose in life the easier life becomes. Doors open, the Universe co-operates, the less effort you need to expend to get things done. If you don't know what your purpose is, explore! This is a good time to evaluate where you are and make sure it's where you want to be.

Positive emotions BUILD immunity. Positivity increases your production of T-cells which build your immune function. It increases your serotonin, and give you a boost of endorphins – which are the body's natural opioids to help with pain and coping with change. It increases oxytocin which is the “tend and befriend” chemical and helps deepen connections between people. It releases norepinephrine which plays a role in keeping us out of depression!

So much of what I teach is about how to employ mind mastery to stay focused, be intentional and open the space to lead with your heart.

We are all in this together – let's be inspired to take better care of ourselves first and take better care of others as well. **NC**

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JoAnna Brandi is a Certified Chief Happiness Officer working mostly in the business world to help companies keep employees and customers happy by creating more positive cultures and practices. She is the author of three books including the delightfully illustrated “54 Ways To Stay Happy in a Changing, Challenging and Sometimes Negative World.”

*You can find her on the web at www.PositivtyPractices.com for more great suggestions on how to stay positive; www.ReturnOnHappiness.com if you are looking for her work in the business world; and www.PositiveEnergizer.com if you are interested in her on-line leadership course – *The Practice of Positive Leadership: Use the Science of Happiness to Engage Your Employees and Keep Your Customers Happy.**



JoAnna Brandi

Waiting For The “New Normal”

By Doug Rieck

I started washing cars in 1983 when I built and opened a full-service carwash in a small Jersey Shore resort town. I was new to the industry and felt that full-service washes had greater potential than exteriors. I learned over the years my trade of car-washing, and developed a love/hate relationship with full service. When vacuuming cars I had a mental timer which went off faster as we got busier. Get the car done and on the conveyor. About 2005, I went and saw what Kevin Detrick had done at Sparkle Car Wash in Stroudsburg, PA, with gated entry and flex service. I fell in love with the concept and shifted over to gated-entry flex service carwashing. I have never looked back. In my situation, it was the correct decision. Full-service washing can be easier and more lucrative in more populated areas, but in small town's, labor is a disaster. I was very fortunate having just enough space to make this change, plus my timing in doing it just before the bottom dropped out in 2008, was perfect.

Supposedly, full-service carwashing was born in New Jersey and is like pork rolls, cheesteaks and summer resorts. It is a good fit and describes our Jersey character, sort of like our full-service gas stations. We want it done for us, NOW. The best full-service takes less than 10 minutes. I guess that is because of the life and pace of the Northern Jersey suburbs, hectic and congested. It is hard to track down the genesis, but I believe in the New Jersey origin. And once it was born, full-service washing spread like a virus throughout the Northeast.

Reality Bites

At my wash, like many others in mid-March, I followed the guidelines, shut down the full service (flex service in my case), laid off long-term employees and shifted over to exterior carwashing. It was hard to do emotionally, but very easy to do physically. We are by design contact-free and have the pay stations and gates, spot-free rinsing and drying systems where the customer stays safe in his or her vehicle. Almost 60 days later, however, we still occasionally get requests for full-service washing (flex service) and my answer is maybe July or August.

But reality is much harder than pat answers. Full-service carwashing has been in trouble for the past few years dealing with a \$15.00 an hour minimum wage mandate and obtaining workers has become harder. Flex service uses fewer workers and keeps the customer in the car until the exit. COVID-19 has caused the cessation of full-service carwashing for the time being and it may cause grievous harm in being the final blow to the model. At the very least, our “new normal” in full-service washing will require a lot of changes when it does open up. Are automation and gates the way to go? Perhaps, if you have the room.

But I have to ask two questions. First, how can we maintain our personal safety or that of our employees by getting into cars

whose driver's may have COVID-19, and do we require a test or a thermal scan? Just think of the air conditioner blasting in your face in July and August when you get in a customer's car. Is this your lucky day?

And second, how can we prevent transmitting the virus from one car to the next? Do employees wear PPE and change gloves after every car? Just think of wearing a facemask in August!

There are a lot of smart carwashers in our industry, and I'm sure these questions have had a few answers already. I have heard of fogging a car with disinfectant when the customer gets out and waiting for it to act. The supply of gloves and facemasks will improve. In a possibly infected car we can't just use a surgical mask, though. We will develop protocols and work arounds. Flex service, where the customer gets out after the car is washed, eases the process.

I know that an industry insurance carrier has developed training and certifications for PPE. Major chemistry suppliers have sanitizing protocols and great disinfectants already certified against COVID-19. There are adaptations and solutions to the issues facing full-service washing, but they need to be followed and adhered to. But will they be?

All these changes mean slower production. All the tentative disinfection protocols I have seen require at least two to three minutes a car wait time, plus any vacuuming or wipedown on other high-touch areas. Additionally, you now need to factor in the costs of PPE, sanitizers, disinfectants, etc. Do we charge extra? Of course we have to. How much do we go up? During the past two months (at the time of this writing) every food store that my family uses has raised prices because their costs went up.

The question then becomes can our customers afford a full-service wash now with our additional costs tacked on thanks to COVID-19? This is where my crystal ball breaks, in fact, shatters. There are too many unknowns. How much business post Covid-19 will we have? If the weather service can't predict tomorrow's forecast, nobody can venture a guess on this one. As always, there are corollaries. Do you have the physical lot space to change a model or the desire to do so? What will that mean in your market?

During this time, I have been fortunate to be able to stay open. My self serves are quieter, my inbays are quieter, and even the Laundromat has been down. The conveyor has been open when it is not raining but significantly fewer cars. Running with pay stations and gates has been easy and the customers are happier in not talking with us and keeping their windows up. My manager and myself have been happier operating that way as well.

April was the worst because of the constant rain. But we have been open with some cash flow, as pitiful as it has been. Thank God. Since the arrival of May it feels better, even though

Continued on page 49...

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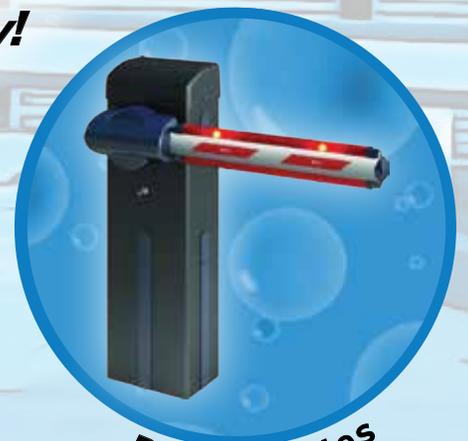


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Dear Venus and Mars,

After months of non-washing or limited washing, how do you come out of COVID-19 and still be able to stay in business?



Venus Says

In order to come out of this alive as a business, we are all going to have to look at everything that is available as well as develop some out-of-the-box thinking.

Virginia was fortunate in that we did not fall on the essential or non-essential list. We operated in low key and in a gray area. We operate self serve and in-bay automatics.

We are continually grateful that while the Stay At Home Orders meant we were not seeing near the traffic we usually do, we were at least operating.

During this time we looked at all of the financial COVID-19 offerings and really started to strengthen our ties with other business owners. We first asked for deferred payment from our local bank, received a 90-day reprieve and then we moved on with the PPP and Small Business Administration Loans. At the time of this writing, we have not had the success we had hoped with those inquiries, however.

During the down days, we have worked to catch up on some deep maintenance. However, some days it just seems like we were trying to keep the birds from taking over our vending and change drops.

We started a capital improvement plan on a small scale. We looked at what future needs are for painting, cleaning, brightening wash bays, lighting needs and even prepped a vending order to be placed once things pick up.

A big idea for all businesses is to stay in touch with their community and let them know you are eager to come back. Get signage ready for the day we can operate fully and customers will be out again. Use the time to think of some other ways to market the wash such as doing more on social media if you have not yet taken advantage of it.

As we ride out this storm, we are spending more time with the carwash associations. We have learned some good things from the ICA webinars on Thursdays @ 12:30 and the Mid-At-

Mars Says

Gosh this is one of the toughest questions I've ever been asked business wise. These are uncharted waters for all of us and the future is really unknown. As I write this reply, our state is still "On Pause" with no set date on when carwashes can be fully operational again.

I've been lucky enough to keep my carwashes open for most of the Pause as an express exterior only model. In the beginning, volume was off more than 75 percent, but now as we approach the two-month mark volume is back to about 75-80 percent of pre-Covid numbers. We lost a couple of hundred members in our unlimited wash clubs despite offering incentives to remain. Many carwashes near me are in worse shape as they are not able to operate at all.

Coming back from all this has many parts to it. First off, when it's time to reopen many businesses don't even know how many of their employees will be back. Many filed for unemployment and are receiving more money than they would if they come back to work. We were fortunate enough to get our PPP loan early on so our staff has been receiving paychecks all along. However, if the shutdown lasts longer than the eight weeks that the loan provides, and we cannot get back to full operations, the staff may have to go back on unemployment. My hope is that will not happen and our employees will be back and ready to work.

From an income perspective, I don't think the exterior segment of our industry will be affected very much. People feel comfortable staying in their cars. It's a quick and inexpensive process and people feel good when they have a clean car. I intend to promote the heck out of this. As mentioned prior, our club membership took a big hit during all this. Despite remaining open, we still lost a lot of members. We worked so hard and invested so much to build that membership and in a matter of weeks the numbers dropped drastically.

The interior cleaning side of the business is going to be a bigger



Paul Vallario

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

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

Venus ... continued

lantic Carwash Association Zoom calls on Wednesdays @4pm. All are welcome to the MCA calls including non-members. Head over to the MCA website, mccarwash.org, for more details. We do seem to come away feeling a bit more positive about the direction we are headed as a whole now. I believe we might have a few more months of tough times ahead, but I hope that all of you know we are just a phone call away. Both Mike and I are willing to chat with you anytime and we now have plenty of time to get to know each other better! You may even want us to create a friendly Zoom chat with a few other like-minded folks.

Rest up and make great plans for the day we return to normal! **NC**

Mars ... continued

challenge. We are going to have to train our employees on new safety procedures. Customers may be reluctant to having people inside of their cars for a while. But I think if we take the proper precautions people will see that, but it's going to take some time to get back to pre-Covid numbers. When we get back to full operation, I intend to do a grand re-opening of sorts. We'll be running some specials that we did when we first opened to get lost members back. We'll offer discounted services and incentives to come back in and of course outlining all the safety protocols we will be implementing.

This is going to be a challenge like none other for most of us. In the long run things will rebound, maybe sooner than later, I don't really know. The good news is we are in the business of cleaning and that is more important to people than ever right now. **NC**

Doug's Perspective ... continued from p. 44.

Governor Murphy extended the shutdown until June 6. I feel that he chose to do so because of the Memorial Day weekend and the shore resorts. Living on a barrier island and depending on the tourist economy I am worried about the summer. This year it is a true love/hate relationship. If the people come, the seasonal businesses will not have the normal capacity with social distancing incorporated into their retail. If they do not come, no money this winter. If they come they will bring COVID-19 with them. The bottom line is we need them, and the economy to open up a little bit. As usual, the middle path seems better.

Good Washing. Stay Safe. **NC**

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



Doug Rieck

Combating COVID-19... continued from page 28.

"Our in-bay automatics and self-service bays have remained open and are in use, but we had to close our express exterior tunnels," Kubarek said. "We applied for a waiver as an essential service, but were denied. The state told us we could open and wash cars for free, but couldn't take any payment."

Kubarek said he wanted to do something for the essential employees working in the field, the first responders, prison guards, health care providers, and supermarket employees. So K&S opened its two exterior express carwashes on a Saturday from 11 am to 3 pm and washed cars for free.

"We washed about 400 cars," he said, "and got great feedback from everyone for what we did. We'll probably do it again if this goes on much longer." **NC**

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

*Since this article was written washes in New York State were allowed to open as exterior-only sites but could only accept payment under a subscription plan with absolutely no interaction with the customer, in addition to other restrictions.

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Restarting Your Wash Post COVID-19

By Gary Sokolowski

Where to begin? The list of equipment, parts, locks, devices and other items around your wash that have been left unused during this period in time is almost inconceivable. While we all tried to keep up with things during our time in quarantine, it is not the same as the day-to-day use that we and our equipment have become used to. All the test washes, opening and closing of doors, running every piece of equipment we "can think of" just isn't the same as being "Open for Business."

While many of you may be reopened at the time of this article, there are still parts of our washes that are closed, have limited use or are still not being used due to our "new normal." Unfortunately, this leads to more problems than those services bring in for revenue. What to do with your least used and least profitably services at your locations is one of the biggest questions these days. Not that long ago, we could not have enough options to keep our consumers satisfied. Now we are just hoping to get our customers out of self-quarantine and back out into society and using any of our services. At least in our industry, we are used to seasonal slow downs or high gas prices that have in a way prepared us for this disaster.

The things we never thought of... the list is long. Assuming your wash (or some parts of it) was closed during the pandemic you or someone came in every few days to run a test wash to keep things from rusting and seizing up. That was good planning on your part. But, what about all the things that did not run during those test washes? From the smallest cooling fan on a drive in a VFD cabinet, to the locks not being used on your vacuums. The only real way to find out all the components of your wash that are not working is to use them all. If you try and make a checklist, it would just say "EVERYTHING." Before you reopen go through all the equipment and components in your wash.

One of the worst parts about trying to get things running again is knowing if and how they ran before the shutdown. All too often we watch and listen to our equipment, but we do not see and hear what it is doing. We are getting more and more calls about things that are not working now that were not working before. It seems everyone is under this belief that all their equipment was in proper working condition before it sat idle for a month or more. If it was not working or was barley working

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when it was in operation weeks ago, now that it has had time to sit it really does not work now! The best approach to finding all the little things that need attention is to compartmentalize your equipment into small groups of like things, and take it one step at a time. The following would be a good start:

- **Motors and Gearboxes**

Make sure all the oil levels and grease points are serviced. Depending on your annual schedule, change any oil that needs changing.

- **Swivels and Hoses**

Grease the swivels (if needed) and inspect all your hoses for dry rot, not wear and tear from rubbing or use.

- **Chemicals and Delivery Systems**

Check and replace any spoiled product. Make sure the foot valves and chemical lines are in good shape. Inspect and clean any metering tips and check your volumetrics and titrations.

- **Self Serves, Vacuums and Vending**

If these items are able to be used in our new normal, open every lock and lubricate. Try every function and use it until it replenishes product that might be in storage tanks and in delivery lines. Clean out the filters and bags in your vacuums. This is a good time to take out the bags and replace or wash them thoroughly.

- **Money Handling Equipment**

Depending on where you are located, that might be down

to credit card and electronic acceptance only. As we all know, money is dirty. Clean and service all your cash and coin acceptors and dispensers. Do not forget that your credit card readers are doing double duty, so clean them as well.

The list goes on and on and on. Let us all hope for a vaccine and that this will pass as quickly as possible so we can all get back to our “new normal.”

On another note, for those of us in the service/sales side of our industry, our new normal is different than anything we have ever experienced. We have always traveled across our territories and country on a moment’s notice using any and all forms of transportation, and then staying overnight and eating wherever our days end. Now we need to plan in advance and to make sure the particular state we travel into is open and we can actually rent a hotel room with an out-of-state license. We are being forced to drive more and work less making for longer days and shorter nights. These are just a few of our side effects of this pandemic.

Stay strong, stay safe and let’s get back to work!

NC

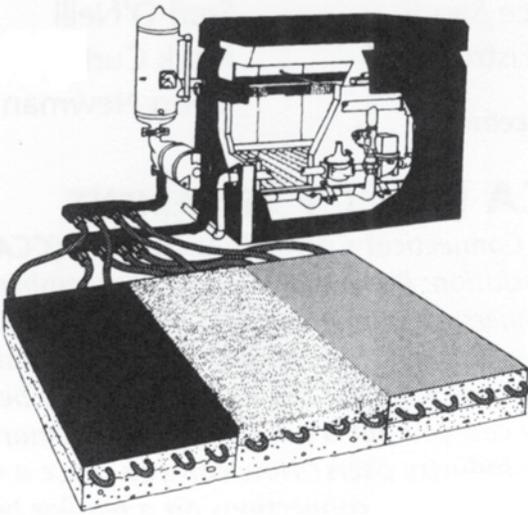


Gary Sokolowski

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Keep winter, not people, from your door with this hydronic heating system.

Making your Microfiber Last Longer

By Valerie Sweeney

By this time, most carwashes are either using microfiber or have at least tried microfiber. I thought it might be a good time to give everyone a refresher course on how to take care of and wash their microfiber towels in hopes that most of you will be open and towel drying again when you get this issue of the magazine. As you all know, microfiber is extremely effective, but when not washed properly the cloth can become useless. Microfiber can last hundreds of washings, and remain a powerful cleaning and drying tool, if properly washed and maintained.

Microfiber Care

There is a large variance out there on the quality of microfiber towels, however. Nice quality, commercial grade microfiber towels can last up to 500 washings if treated properly. But various factors can shorten the life of a microfiber. The most common way that microfibers are ruined

is when dried in a hot dryer. Heat will melt the fibers of the towel, and render it useless. It might not appear damaged, but you will notice streaks when you clean the windows.

“

Since microfiber needs to be washed in cold water, you can save on your hot water bill.

”

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

Another way to damage a microfiber is to clog the fibers with wax, fabric softener, etc.

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

Follow the Washing Guidelines

Microfibers have very specific washing instructions, so make sure to follow the instructions on the tag or the package. Microfibers should be washed on a cool/low setting, with the water temperature never exceeding 105 degrees Fahrenheit. Microfiber should be washed with regular detergent, but never with fabric softener or bleach. Even if the cloth was

used with window cleaner, a separate washing detergent needs to be added to the wash. The soap is what holds the dirt and removes it from the towel. Without soap, the dirt will go back onto the cloth. Bleach is not recommended to use on a microfiber because just like terry, it will shorten the life span of the towel (and it could also ruin the color). Using fabric softener will clog the fibers of the towel, and render it ineffective.

Note Proper Drying

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

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

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

NC



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

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Member Category (please circle one)

- \$195 Single location operator
- \$395 Multiple location operator (two or more) or vendor

PRESIDENT'S COLUMN

As you might imagine, my message to you all this issue is quite different than it was last issue. To think how much has changed in our industry – and in the world – in a matter of a few weeks is hard to process. Particularly, it's hard to comprehend the rippling economic impact this will have on the carwash industry, and every industry long after COVID-19 has passed.

In Pennsylvania, we have had many carwashes temporarily shut, or at least reduce the services they offer, even those washes that remain open have seen a drastic decline in wash volume with the effects of the Governor's Stay At Home Order. We believe washing your car is more essential than ever before, and carwash services are an important part of the fight against the pandemic.

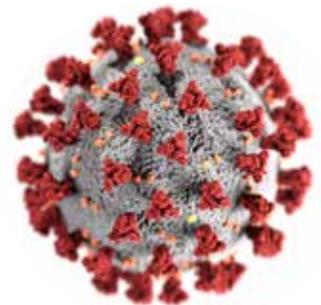
While it can be easy to allow our focus to shift toward our hurting businesses, our scared families and employees, and our anxiousness for what the future holds, we must not forget to look beyond ourselves. During these unprecedented times, our nation has been reminded of the true heroes who, each and every day, put their lives on the line to save the lives of others. These are the men and women who willingly put aside their own needs, and the needs of their families, to serve complete strangers in a time of crisis. These heroes wake up early, work unimaginable hours while enduring mental and emotional fatigue, only to come home and do it all again the next day. I urge each and every one of us to give America's men and women who are serving on the "front lines" and helping to keep essential, life-sustaining businesses open during the COVID-19 pandemic, the honor they deserve. As they walk out into volatile and ever-changing circumstances with each new day, the best way we can honor these individuals is to step back and stay home – and help where we find the opportunity to do so.

I know current circumstances are neither easy, nor convenient, and I recognize the immense challenges our small business owners face. But I wish to give you a message of hope that we are resilient and we will heal – our nation, our economy and our industry.



Keith Lutz
Carwash Association of Pennsylvania President

**Keep checking
pacarwash.org
for meeting and
COVID-19 updates!**



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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.

WEWASHTCARS.COM

PRESIDENT'S COLUMN

The pollen that wasn't in Connecticut.

Let's face it, there was no winter in 2020 for Connecticut carwashers either. In April, we had 22 days of rain, were closed due to COVID-19 and then if you could open it was with limited staff and no services. It kind of separates the men from the boys.

But let's not be too negative. The biggest positive out of this Pandemic is that you have likely spent a lot of time just digging into your business. I have found myself doing a full forensic audit in every category imaginable. Where can I cut back, where am I spending too much and how can I get the most out of the loan packages available to small business owners (that in and of itself is extremely time consuming and frustrating).

As we begin to slowly open up again, operators are discussing their quality improvements, labor efficiencies, change in hours, what employees are key to growing the business, etc., and with any luck will come out of this with a better oiled machine that is ready to tackle bugs and then a profitable winter (one can hope, at least).

The real challenge for many of us is to figure out how to operate on a true 6-foot social distance platform for the foreseeable future until a vaccine is developed. How we operate and approach our daily lives, however, will continue to evolve, I'm afraid. But we can do it!

What is your business plan for the remainder of 2020 and beyond, again, evolving with the daily developments of this virus? Every model of wash, however, will need to adapt and adjust. Our employees and our customers need to feel safe and have a secure comfort level with how we are operating.

The path forward for the full-service model will be the most challenging, but again, we are a hearty breed and can adapt and change – we have no choice.

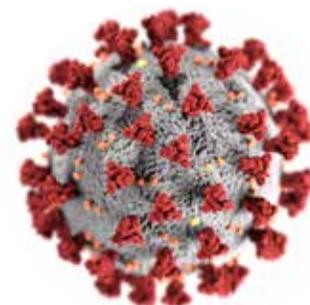
For the Connecticut Carwash Association (CCA) this new normal may mean more virtual meetings for the time being, but we need you all to continue to support our efforts and what we do for you at the Capitol. We have been working hard to educate legislators to the fact that we are a safe environment when basic precautions are taken. We can help disinfect vehicle interiors and exteriors and help this country move forward. But as an association we need your financial support to keep advocating, so please visit wewashcars.com if you have not yet renewed your membership. And remember, what doesn't kill us will make us stronger, and in Connecticut we are a very strong group of operators.



Bob Rossini

Bob Rossini,
 CCA President

**For the most current
 COVID-19 operating information
 visit wewashcars.com**



Splash Lends a Helping Hand To First Responders



Splash Car Washes delivered more than 50,000 disposable gloves to those who were in need in February, according to their Facebook page. According to the posting, it was a small gesture to say THANK YOU to doctors, nurses, administration, human resources, cleaning crews and whoever else is working

at the hospitals to keep us safe. The post also thanked the local police and fire crews. "Here at Splash, we are forever grateful for all that you are doing during this difficult time!" **NC**



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Kenneth M. Gustafson, Sr. Scholarship Winners To Be Selected in June



The 2020 winners of the Kenneth M. Gustafson, Sr. Scholarship will be announced in June. The deadline for application was bumped out due to COVID-19.

The scholarship, named after the association's first president, Kenneth M. Gustafson, Sr., which began in 2004, is the longest running scholarship program in the Northeast. "This member benefit is so needed right now and something to give back to your employees through your membership," said CCA President Bob Rossini. "Make sure you spread the word now that in 2021 there will be two scholarships available to CCA-member employees."



To be eligible an applicant must:

- Be an employee, or direct family member of an employee, of any CCA member
- Have been an employee, full or part time, for at least 1 year
- Have graduated high school or the equivalent by the spring of this year
- Be enrolled, or plan to enroll, at an accredited post-secondary educational institution full or part time
- Not be an owner, or direct family member of an owner of a carwash facility, manufacturer or retail supplier to the carwash industry
- Not have won a scholarship from the CCA in the last year
- Applicants will be evaluated and chosen based on their high school standing, leadership capabilities, community involvement, strength of character, personal achievement, plan of study and future goals. **NC**

2019 SCHOLARSHIP WINNERS

- Tommi Bonomo, AutoShine of New England
- Cole Kilgore, Mr. Sparkle
- Alexis Bigelow, Mr. Sparkle

Check wewashcars.com soon for the 2021 Kenneth M. Gustafson, Sr. Scholarship Application!



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Postponed 2020 General Assembly Session Ends; One Bill Passes



By P.J. Cimini

On Wednesday, May 6, the already postponed 2020 General Assembly session ended. Given the closure of the capitol complex beginning on March 13, only one bill was passed this session (Public Act 20-1) which authorized municipal, transportation, and capital improvement bonding, as well as \$5 million in bonding for Coronavirus response efforts.

Legislative leaders and Governor Lamont have indicated that they are considering a special session sometime in late June to take up and pass consensus legislation and make changes to the state budget. Legislative Committee Chairs have been asked to work with their members to look at bills from the 2020 session and develop a list of potential legislation to put together an omnibus bill of consensus legislation. While it will be difficult to gain consensus among all caucuses and political parties, its leadership is going to start the process.

The legislative leadership has been working closely with Governor Lamont throughout the COVID-19 pandemic as he manages the state by Executive Order. Governor Lamont has also stated that if the General Assembly cannot return safely, he will work with legislative leadership to implement critical policies through Executive Orders with their involvement.

Essential Business Guidelines

On March 20 Governor Lamont formally released Executive Order 7H, which required all non-essential businesses and not-for-profit entities to reduce their in-person workforces at all workplace locations by 100 percent effective Monday night, March 23, 2020, at 8pm. The order incorporated and referenced the "Guidelines for Essential Industries" that was published earlier - by the US Department of Homeland Security which defined specific essential businesses and entities that provide essential goods, services or functions. **Carwashes were NOT includ-**

ed in the list of Essential Industries to stay open initially.

Non-Essential Business Restrictions

Non-essential businesses or not-for-profit entities were directed to reduce their in-person workforces at any workplace locations by 100 percent not later than Monday night March 23, 2020, at 8pm. Any essential business or entity providing essential goods, services or functions shall not be subject to these in-person restrictions. On Sunday night, March 22, the Department of Economic and Community Development (DECD) issued lawfully binding guidance about which businesses are essential, which did not include carwashes.

Any other business may be deemed essential after requesting an opinion from DECD, which reviewed and granted requests, based on public health and safety guidance, in the best interest of the state to properly respond to this emergency.

Current Guidelines

The DECD and the Governor updated the Essential Workplace Guidelines to include carwashes. The full list of essential businesses can be found at wewashctcars.com.

Guidance for Phase 1 Reopening (5/20)

On May 9, Governor Lamont and DECD released guidelines for businesses eligible to reopen in Phase 1 (May 20) of the state reopening plan. The guidelines for restaurants, retail, museums/zoo, offices and hair salons that may reopen as part of Phase 1 can be found at portal.ct.gov.

Please note that the website also states, "All businesses subject to these guidelines are required to self-certify prior to opening May 20. The certification system will be online next week, and a link will be added to this page at that time."

At time of this writing The Connecticut Carwash Association (CCA) awaits guidance on how and when full-service carwashes will be allowed to reopen.

Government Assistance for Carwashes

The State and Federal governments set up several programs to help assist carwashes and other businesses during the crisis including the following programs:

State Programs for Carwashes & Other Businesses Connecticut Recovery Bridge Loan Program

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businesses and nonprofits that have been negatively impacted by the global spread of the COVID-19 pandemic, Governor Lamont created the Connecticut Recovery Bridge Loan Program. Administered by DECD, the program is for businesses and nonprofits that have fewer than 100 employees. Qualifying organizations can apply for zero-interest loans of up to \$75,000 or three months of operating expenses (whichever is lesser). This \$50 million short-term emergency loan program will be allocated on a first-come, first-served basis. As of March 27, 2020, the initial round of funding for this program closed for applications to ensure that those who have been received so far can be processed efficiently and money distributed as quickly as possible. For those who have already applied, additional documentation can be sent within seven days of submittal.

Federal Assistance for Small Businesses Paycheck Protection Program (PPP)

This federal program prioritizes millions of Americans employed by small businesses by authorizing up to \$349 billion toward job retention and certain other expenses. Small businesses and eligible nonprofit organizations, Veteran's organizations, and Tribal businesses described in the Small Business Act, as well as individuals who are self-employed or are independent contractors, are eligible if they also meet program size standards. The PPP borrower application form can be found at sba.gov.

SBA Assistance

On March 16, the U.S. Small Business Administration approved Governor Lamont's request to begin offering disaster relief loans to Connecticut small businesses and nonprofits. Companies in the state can now apply for loans of up to \$2 million through a special page on the SBA website.

DECD's COVID-19 Business Emergency Response Unit

The Connecticut Department of Economic and Community Development (DECD) created a COVID-19 Business Emergency Response Unit dedicated to assisting businesses navigate resources and develop new resources.

A dedicated phone line is available at 860-500-2333 to provide assistance to Connecticut's small businesses and carwashes for this purpose.

Other State Programs

Unemployment Assistance: Workers directly impacted by the Coronavirus pandemic no longer must be actively searching for work to qualify for unemployment assistance. And employers who are furloughing workers can use the Department of Labor's shared work program, which allows businesses to reduce working hours and have those wages supplemented with unemployment insurance.

Business Interruption Insurance: A business interruption insurance policy should list or describe the types of events it covers. Events that are not described in the policy are typically not covered. It is important to review the policy exclusions, coverage limits, and applicable deductibles with your agent, broker or insurer.

Small business owner's guide to the CARES Act: On March 27, 2020, the United States Congress approved the Coronavirus Aid, Relief, and Economic Security (CARES) Act to provide the country with relief from the impact of COVID-19.

Safe Workplace Rules for Essential Employers: Effective April 7, 2020, every essential workplace in the state is required to take additional protective measures to reduce the risk of transmission of COVID-19. Executive Order No. 7V requires the commissioner of DECD to issue mandatory statewide rules prescribing such additional measures. Such rules will be mandatory throughout the state and supersede and preempt any current or contemplated municipal order. DECD published the Safe Workplace Rules for Essential Employers on its website, outlining guidance for essential workplaces.

CT's Reopen Advisory Group

Gov. Lamont formed a group of business, education, nonprofits and health leaders to serve on a "ReOpen Connecticut" Advisory Group organized by AdvanceCT that will consult with his administration and legislative leadership on the reopening of Connecticut's economy and education system.

In tandem with the release of sector rules for Phase 1 of reopening, DECD launched an ad hoc task force that is providing guidance, support and advice to small businesses on how to implement these new regulations. The "ReOpen Connecticut Small Business Implementation Task Force" is chaired by Lyle Wray of the Capitol Region Council of Governments.

Additional Funding for Business Response Program

The Department of Economic and Community Development (DECD) has committed an additional \$3 million to the COVID-19 Business Response Program, which provides financial relief to minority-owned and women-owned small businesses, including carwashes, that have been negatively impacted by the Coronavirus pandemic. The program is being administered by the Hartford Economic Development Corporation (HEDCO) and provides zero-interest lines of credit of up to \$20,000 to small businesses with 20 or fewer employees. Since the program was announced in April, HEDCO has received 607 applications and 137 small businesses have been approved for \$1.6 million in assistance.

Face Coverings for Essential Small Businesses

The State is continuing to distribute free face coverings to essential small businesses, including carwashes, with fewer than 50 employees through a partnership with the Connecticut Business and Industry Association (CBIA) and its affiliate CONNSTEP. Carwashes can request up to two free face coverings per employee by filling out the form at ctcovidresponse.org.



P.J. Cimini, Esq. is the CCA's Lobbyist and a partner in Capital Strategies Group, LLC, in Hartford. You can reach him at 860/983-2581 or pj@csget.com

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PRESIDENT'S COLUMN

Where do we stand as carwashers in New Jersey?

As of May 6, the New Jersey restrictions have been extended through June 6. Then, hopefully, we can begin to ease back into life – PLEASE! The current rule is: “Drive through (exterior) carwashes may continue to operate, but the staff must not be handwashing the exterior or the interior of vehicles, or drying them. The key here is maintaining the social distancing guidelines and limiting the risk to employees, and customers, at these facilities.” All employees must wear facemasks and gloves.

What has been difficult is explaining to our customers about the reduction in services. Every day I get requests for full service, and at least once a week a detailing request. Many customers understand, but some are still clueless or choose not to understand. Please visit cwonj.com for the most up-to-date information as this is an incredibly fluid situation.

It's clear that the traditional full-service model will be changing. The question is, how do you convert an existing full serve or conventional exterior to contact-free post Covid operation? Obviously, you keep the customer in the car, guide them on the conveyor and take payment while maintaining 6-foot separation. I know of many exterior operators taking credit card only payment, just as most take-out restaurants do. Just extend your credit card machine or buy a new one so that the card swipe can be at the car window to where you make the sale. Life is easier and truly touchfree for those of us with pay stations and gates. In the current situation, cash is not king, cash is dirty and dangerous. As a reminder, we are not allowed to be prepping (washing) or drying the car at the time of this writing. But as I said, check cwonj.com for the most current rules.

We must follow these rules mandated by the Governor's Chief Counsel. I'm going to add that your town or county may decide to be more aggressive than the state. I have heard of towns closing carwashes. It's their choice, not ours. New Jersey is a diverse state with the densely populated New York suburbs and the openness of the Pine Barrens and farmlands. The high-density areas have many more worries with the Coronavirus than other areas.

I very much understand the position of a full-service carwash operator, as I was one for more than 20 years until I shifted to automation, gates and flex-serve washing. As an industry, we are exceedingly fortunate in being allowed to operate as a no contact exterior or shift to that format, but I know our full-service members want their model back. I'd like to point out that the CWONJ, like any other trade association, can not argue, beg or plead regarding these restrictions. These are public health and safety rules mandated by the Governor. We have sought and received clarification, which helps, so that some portion of our industry can continue to operate. If it helps any, the months of March and April were beyond horrendous with weather and the lack of business for those of us able to be open with a no-touch format.

Reviewing our collective situation, the neighboring states of New York and Pennsylvania, being an example, were closed until late April. In most of the country, full service is not allowed. States are now just starting to open up and hopefully come June 6 our turn will come. But do not expect full-service washing to be allowed in the first phase in New Jersey, however.

In the meantime, we have the opportunity to review scenarios and have a plan in place for reopening. Part of that plan should involve checking with your insurance carrier regarding PPE. Refer to our Best Practices on our website and implement what you feel you

need to open back up. I believe that masks, gloves, possibly other PPE will be needed. Our customers will be just as leary of us getting into their cars as we are of getting into them. New signage procedures and reassurance will be necessary. It will not be business as usual. Those days are gone. I am thinking of offering or requiring some kind of sanitation cycle. Quick question: Would you want to get into the car of an asymptomatic spreader of COVID-19 with his air conditioning blowing in your face? I have been checking with my Chemistry supplier in formulating an action plan, looking for signage. You should too. Most importantly, getting consumer brand name products that work will be key. We need to instill customer confidence and show them that we can protect them and their vehicle.

Your association has cancelled its spring Bus Tour and the August Children's Specialized Hospital Golf Outing, but we will still make a donation to the hospital as the work they do should be supported despite not having the outing. During the summer, we will make our final decision about the fall meeting. While the state may be more open in August, most of us will be recovering from the shutdown. During the summer we will make our final decision about the Fall General meeting. The International Carwash Association (ICA) has moved The Carwash Show® 2021 date from March to June in Las Vegas.

I'm hoping that all goes well with the reopening of New Jersey, and we do not have any setbacks. The situation in the suburbs of NYC was truly as bad as it was in the city. With diligence, good fortune and hard work and patience by fall all carwashes will hopefully be reopened. Tackling this virus has changed us, for sure, but we will come back, as will our volumes and our kids will go back to school or college. Life will continue on.



Doug Rieck

Doug Rieck
CWONJ President

Industry Loses Al Stanaway

Longtime carwash operator, Alfred J. "Al" Stanaway, 77, of Livingston passed away on April 9. Born September 19, 1942 in Jersey City to the late Alfred Stanaway, Sr. and Mary (Carugan) Salmini, he lived in Bayonne before moving to Livingston in 1972. Al was a proud veteran of the United States National Guard. He started his professional career in the early 1960's working with Lee Iacocca setting up Ford Motor Company's first leasing program. In 1969, he ran for Jersey City Councilman on the Maresca Ticket. He later went on to work for 3M Microfilm becoming one of their top salesman. During this time, he became acquainted with David "Sonny" Werbin, owner of the NY Jets and Chairman of MSG. Together they created M.I.S. (Microfilm Identification System). Al opened up a health food store in Millburn, NJ, called Honey Bees and then in 1979, he embarked on his biggest business passion owning and operating Country Sudser Car Wash.

Al has owned many washes throughout the years resulting in long-lasting friendships. At the time of his death, he owned Major Car Wash and considered his employees his family.

Always a humanitarian, Al's favorite charity was Hugs for Brady, which raises money for pediatric cancer. He was previously honored as "Man of the Year" for the Rainbow Foundation of New Monmouth. In his spare time he loved spending time and traveling with his family.

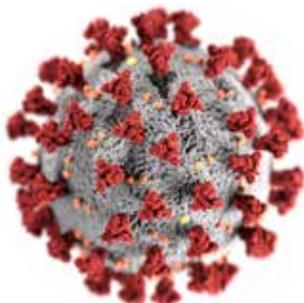
Al was married to his wife Carole (nee: Regan), for 55 years and was the father to Brian (Nicole), Joan, and Jason (Adrea) and the proud grandfather of Michael, Sean, Jacqueline, Christopher, Anthony, Joseph and Vivian. He is predeceased by his sister Anne Marie Laute, Thomas Stanaway and Mary Stanaway. He is survived by William Stanaway and Loretta Stanaway, brother-in-law Michael Regan and his wife Diane and sister-in-law Janet and her husband Andrew Wojturski, along with many nieces and nephews.

Al loved to read a quote of the day and would like to leave you with this one, "The highest tribute to the dead is not grief but gratitude." – Thornton Wilder

NC

To leave online condolences visit levandoskigrilo.com.

**For the most current
COVID-19
operating information
visit CWONJ.COM**



Broad Street Gives Customers The Opportunity to Wipe It Off!



Broad Street Car Wash owner Doug Karvelas is sending his customers off with a sanitizing wipe at his full-serve turned exterior-only wash in Trenton. He said the dispenser cost him about \$60 and 4,000 wipes runs him about \$120. Since the customer is now staying in their vehicle, he offers each one a wipe before they pull away. He said his volume is slowly coming back at this writing in early May. **NC**



Prudente Returns to Spring Training

Carwasher Mike Prudente knows how to have fun. In 2019, he spent spring training as an usher for the New York Yankees at their training camp at the George M. Steinbrenner Field, a 31-acre complex in Tampa, FL. And this year, he was right back there for opening day, February 22, when his beloved Yankees took on the Toronto Blue Jays. “We missed six games due to the virus, but it was still a great time,” said Prudente.



Stationed in the same luxury box he worked in last year at the top level of the stadium, Prudente made sure that patrons (sometimes as many as 80) were where they were supposed to be while enjoying the comfort of the covered box complete with food and drink. He was one of 60 ushers. “It’s a great job. I hope to do it forever.” **NC**



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A Second Calling, Perhaps?

Summit and Madison Car Wash’s Mike Prudente “borrowed” this ESPN camera from his friend while ushering at spring training at the Yankee’s George M. Steinbrenner Field, in Tampa, FL, this spring.

Although his duties do not include being a cameraman for the network, he did recently complete his second year as an usher for the team. **NC**



Auto-Shine Gives Back to First Responders

Amin Khalifa and his employees at Auto-Shine Car Wash in Mt. Ephraim have done their part to help first responders during COVID-19. In conjunction with James Mualem and his company Foreign Language Simulation Services, they have

donated face shields from Ford Motor Co. to local first responders, according to their Facebook page. The team from Auto-Shine said they are all happy to help!

NC



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Magic Wash Lights Up!

Magic Wash in Manahawkin now is a little brighter. The flex-serve wash with detailing, four self-service bays, a dog wash and Laundromat recently upgraded its vacs to include LED lighting, according to owner Doug Rieck. The difference is clear!

NC



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If you have an MCA story idea or wash you think we should feature, drop us an email at:
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PRESIDENT'S COLUMN

Hello to all. I hope that you are well during this very unusual time. I would like to start by saying that this has been a VERY challenging time in our industry. There was no way to predict this and it is hard to understand why some states can operate and some cannot.

The Mid-Atlantic Carwash Association (MCA) has been very busy working behind the scenes during this COVID-19 pandemic. I have implemented weekly Zoom video calls every Wednesday at 4 pm since this all started to keep everyone up to date and to encourage participation from operators. The calls have been very well attended and you do not have to be a member to Zoom in.

Most of you are aware that MCA covers four states as well as Washington, DC. That being said, there are different restrictions in different areas.

Maryland has been the hardest hit by restrictions. All carwash locations in Maryland are to be closed per the Governor's Executive Orders [available at the MCA website]. We have contacted our lobbyist about making carwashes "essential" and he helped us get a letter to the Maryland Governor's office.[available at the MCA website]

The situation varies by state and is very fluid. Those of us who are operating would also love to be called an "essential business" for future regard should it be needed. But that has not happened yet.

We are working very hard but do not suspect that we will get any traction on making carwashes "essential businesses." We have created a Best Practices list for the industry and submitted it to Maryland and Virginia governments to help in those efforts. That document is also on our website and available for anyone to use as needed.

We have loaded our webpage with lots of resources, and update it regularly, mccarwash.org

Feel free to contact me if you have any questions.



M.H. Ashley

Mike Ashley
MCA President



Before this issue went to press, carwashes in Maryland fell into that state's Interpretive Guidance allowing "Retail Establishments" to reopen as long as 50% of the establishment's maximum occupancy is not exceeded. To learn more visit mccarwash.org

COVID - 19 ALERT
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NHL Hockey, NFL Football Broadcaster Moves His Talents Into Owning and Operating a Carwash

By Alan M. Petrillo

Tom Morris has a couple of decades worth of experience doing television broadcasting work for the National Hockey League's Washington Capitals, and later the National Football League's Washington Redskins. Yet in spite of an illustrious broadcasting career on the national level, the one thing that was missing on Morris's resume was a lifelong dream – owning a carwash. He finally remedied that issue in 2016 when he opened Chesapeake Car Wash in Annapolis, MD.

Morris said he played ice hockey in Maryland, Virginia and the District of Columbia on travel teams as a 12-year-old, and after doing a public skate a few years later at a local Virginia ice rink secured a part-time job there as a rink guard and doing janitorial work.

"At the time, around 1984, the Washington Capitals used to skate practices at the rink," Morris said, "and the players didn't want to hang around after practice so they asked me to clean up after them, broken hockey sticks and other trash laying around. They would give me a used stick, a tee shirt, and one time Craig Laughlin, a Capitals right wing, gave me a \$20 bill to clean up, which was a lot of money back then."

Morris worked hard and became manager of the ice rink at age 18 and built up a friendship with Laughlin.

"I wanted to play college hockey, but had a good gig there at the ice arena, so I attended a local community college instead," Morris said.

In the mid-1990s the Washington Capitals built a state-of-the-art hockey practice facility, the Piney Orchard Ice Arena in Maryland, Morris observed. With his connections with the Capitals players, Morris was named general manager and hockey director for the ice arena.

In 1989, Morris became a youth hockey coach, a position he held for 23 years coaching high school-age kids, but by the time he was 35, the itch to start his own business became too strong.

"I started a landscaping company with a friend," he said, and then a second landscaping business in 2004, which I had until 2012."

But Morris's transition into television had taken place in 2001 when Bill Bell of NBC Sports Washington asked him to come in and serve as a statistician for the Capitals. After his first season, he was promoted to stage manager/statistician, which meant he ran the television booth.

"We averaged 60 to 70 games a year, and I also traveled some road games with the team," Morris said. "I'm still involved with the Capitals in a stage manager/statistician capacity."

During his tenure in the television booth, Morris also was head coach with Laughlin of Team Southwest for the Chicago Showcase College Tournament.



Long-time broadcaster fulfilled a dream when he opened Chesapeake Car Wash in Annapolis in 2016.



"One hundred and fifty high school junior and senior ice hockey players from Maryland and DC tried out and we were able to only take 25 players," Morris said. "We played against 15 other teams in the tournament, where scouts from around the country came looking for players for their college teams. Craig and I did that for six years."

In 2010, Morris started as statistician in the television booth for the Washington Redskins broadcasts, and is in his 10th year with the team. In addition, he's done stats for U.S. Naval Academy football games, as well as the Cal Ripkin Little League Championship.

Sports Post Covid

Morris thinks that staging sporting events during the coronavirus pandemic, or soon after it, are a tough call.

"The teams have talked about playing games in empty arenas and televising them," Morris said, "and while players certainly would like to play, having people in the arena is a big part of the game. Hearing the cheering and fans react to drives on the net or drives to the goal line is a big lift for players."

Morris wondered how the Capitals would be able to put 19,000 fans in their arena for a game, and still have social distancing in effect.

"Then add another 1,000 staff in the arena, with the ushers, food service people, security, and players, and you have to ask yourself how you would keep them all separated," he noted.



After thoroughly researching the industry, Morris built a 125-foot Sonny's equipped full serve. The site features a 70-foot long glass viewing area so customers can watch the wash process. Creating a true customer "experience" is very important to Morris.

(top left) A new, 2,500 square foot detail center is scheduled to be done in June, 2020.



Morris noted that if the Capitals or Redskins did play in empty arenas, the games would likely be televised, which means he would be working the games.

"But all the other staff, the ushers, food servers, and maintenance people wouldn't be working," he said, "because the teams would have to consider their safety."

Putting aside the subject of sports, Morris launched into his other love – carwashing.

"I had always wanted to build a carwash," he said. "I always drove nice cars because I'm a sports car guy, so I know it's important to take care of the way the car looks. That's probably what led me to the interest in carwashing."

In 2012, Morris decided he was going to get involved in the industry and spent a lot of time attending carwashing shows, and touring carwashes around the country, talking with operators about what they liked about the business, what they didn't like, and the challenges they faced in their various operations.

"I visited at least 100 carwashes, and asked operators what they would do differently," Morris said. "I got a lot of good insight from them."

Morris said he then contacted Sonny's, toured their facility, and consulted with their team.

"I ended up building a 125-foot full serve tunnel, and wanted to make the experience interesting for the customer so our 1,500 square foot lobby has a 10 foot high, 70 foot long glass wall overlooking the tunnel, so customers can watch their car and others

going through the wash process," Morris said. "My goal was to give customers something to do while they were waiting for their car to get washed and have a good carwash experience."

Morris said his lobby "has a couple thousand greeting cards for sale, a Yankee Candle shop, unique crafts and novelty items for various seasons, hot chocolate, sodas, bottled water, coffee, free WiFi, USB plugs, charging ports for laptops, and piped-in music. We offer free drinks and snacks for our VIP customers," he observed, "and have a huge sitting area outside with a couple of ceiling fans and free WiFi."

Morris said he's a bug about keeping the carwash clean, from the parking lot, to the lobby, to the bathrooms, everywhere. And treating his employees well is part of his success in the business.

"Seventy five percent of my approximately 40 employees have been with me from the beginning," he said. "I try to make the employee experience on the job great for them too. If they need a day or time off, we do it. When it's hot, I bring them pop-sicles, ice cream and cold sodas. They're very good with our customers, and I've found that many of our customers know our employees by name, and our employees know which customers like certain features or extra attention. It's all about the people you have working for you." **NC**

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

MCA Holds Special Legislative Meeting



The Mid-Atlantic Carwash Association (MCA) met February 27 at the Annapolis Elks to address proposed legislation, HB 1628, Sales and Use Tax – Rate Reduction and Services. According to a letter sent to The Honorable Anne. R. Kaiser, Chair, and Distinguished Members

Consultant Bob Heid and Westminister Car Wash & Detailing owner and MCA Board Member Sean Larkin.



of the House Ways and Means Committee in Annapolis. The association specifically opposed adding motor vehicle washing and waxing services to the definition of “taxable service.”

Increasing the customer’s cost to wash his/her car professionally is bad for the environment, stated the letter, as it will encourage driveway washing, which has a negative impact on the environment. The letter went on to cite a 2009 study by the City of Federal Way (on Puget Sound).

The association engaged lobbyists Emily Berg and Frank Boston with The Law Offices of Frank D. Boston in Baltimore and Annapolis, MD, to represent the association.

In early March the Revenues Subcommittee, after receiving tremendous concern from the public and small business owners, voted unanimously to kill HB 1628. Instead, the subcommittee moved a smaller package of revenue bills. **NC**



MCA Treasurer Jordan Rosner of Liberty 24/7 Car Wash, Scott Wolffkill with Mighty Wave and Bob Boardman of Water Works Carwash.

AutoWash’s Giles Receives ICA Emerging Leaders Scholarship



The International Carwash Association (ICA) annually honors up-and-coming carwash industry leaders under the age of 45. One of this year’s winners is Garrett Giles, District Manager for White Horse Autowash in Warrentown, VA. He was nominated by White Horse CEO Dominic Lewinsohn who said, “Garrett has the highest amount of energy in the whole company.” In addition to a positive attitude, Giles grew his location by 14 percent his first year and by 11 percent the following year. He continued positive growth in 2017 and

2018 which earned him the District Manager position. Giles also showcases a philanthropic side. In 2019 he was instrumental in raising more than \$1,000 for the Fauquier Food Bank. **NC**

For more information on the Scholarship contact the ICA at carwash.org



MCA President Mike Ashley, Lobbyists Emily Berg and Frank Boston and MCA Immediate Past President Dave DuGoff.



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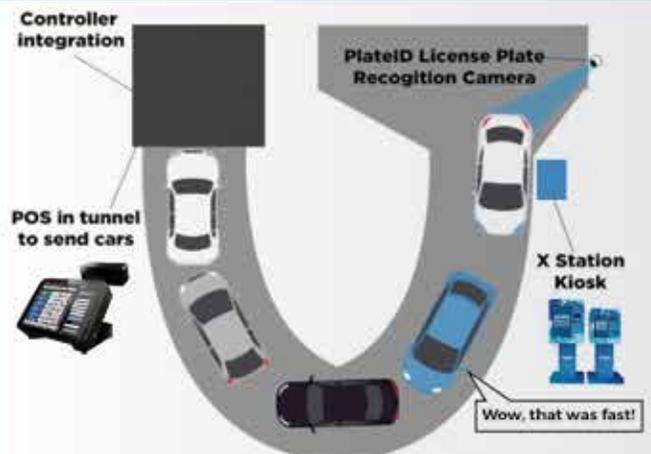
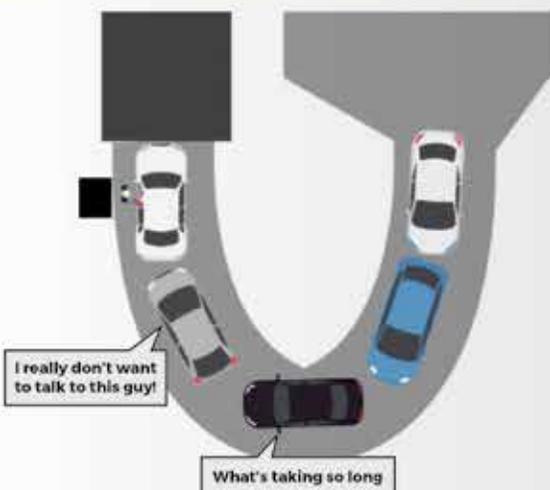
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I hope this message finds you, your family, friends, neighbors and employees safe during these challenging times. Our lives and daily routines have been put on hold, changed drastically and most likely changed permanently, as we navigate to a new normal.

We have been put to the test to operate or just hold onto our businesses against the effects of a pandemic that has never been seen by most of us. Our families and employees are looking for the steady hand of leadership to survive on a daily basis.

This has been provided by Mathew Paisner, President of the New England Carwash Association (NECA), who has had to deal with his family-owned business obstacles at ScrubaDub while leading us through the daily changes in our region. With the strong support of the NECA Board, past presidents and many NECA members, Mat has lead the way to protect our industry, spending countless hours writing letters and having phone conversations with local/state authorities and operators across the nation, building the case for our region's carwashes to remain open. I am proud NECA also led the charge in facilitating virtual industry panel discussions to keep members educated and informed.

One thing that has plagued our industry for years is that many people do not fully understand the significant services we provide for our customers and local economy. This has been evident as many of us have debated the benefits of washing at a professional carwash to local and state authorities who deemed carwashes as non-essential businesses. They seem to not be aware of the economic impact our industry provides: we employ thousands and utilize hundreds of supporting industries to operate our carwashes, in addition to the millions of critical workforce vehicles we help maintain.

In April, the NECA retained an influential lobbying firm to help us advocate and protect our industry for 12 months as we navigate this unpredictable environment. We spent countless hours drafting documentation and policy-making literature that we submitted to the state of Maine and the Massachusetts State Governor's Office to help reopen carwashes forced to close and those who voluntarily closed, not realizing how long the Governor's Stay-At-Home Order could be extended. The documentation we compiled came from many sources including the EPA, CDC, other states, chemical suppliers, health organizations, ICA, first responders, police and fire departments ... and the list goes on. This is a perfect example of how the collective efforts of the NECA and its members can provide a benefit that cannot be easily accomplished by any one member. Special thanks to Chris Zona, John Shalbey and Jeff Katseff for assisting in these advocacy efforts.

*As we go forward, it is **VERY IMPORTANT** that we have consistency in how we operate our carwashes. There have been some negative reports from the public who have witnessed activity at some locations not practicing social distancing or safety precautions. This has had a negative effect on the entire industry and gives local authorities no choice but to take notice and close businesses. When we make a strong case as to the "essential" nature of washing cars, it is imperative we make adjustments to how we operate our businesses to show the public we take safety seriously.*

NECA has been contacting carwash operators in our region to ensure they

understand the evolving COVID-19 and CDC safety guidelines. At the time of writing this letter, these guidelines include:

- ❖ Only exterior drive-through carwashes remain open where ALL patrons remain safely inside their vehicles.
- ❖ All wipe down areas closed off, forcing the customer to remain in their vehicles and exit the property after washing.
- ❖ All "touch areas" remain closed including self-service vacuums, vending areas, all interior cleaning, free towel and bottle service, detailing services, etc.
- ❖ Employees must wear personal protective equipment (i.e. gloves and masks) and follow social distancing/safety protocols.
- ❖ Employees must stay home when sick or be sent home when feeling ill or displaying symptoms.

Please continue to follow safety practices like these to keep your employees and customers safe. Together we can help reduce the spread of Coronavirus and improve public health. Hopefully, by the time you are reading this, we have started the long road to recovery.

Stay safe!



Patrick Mosesso
Operator Vice President & President-Elect



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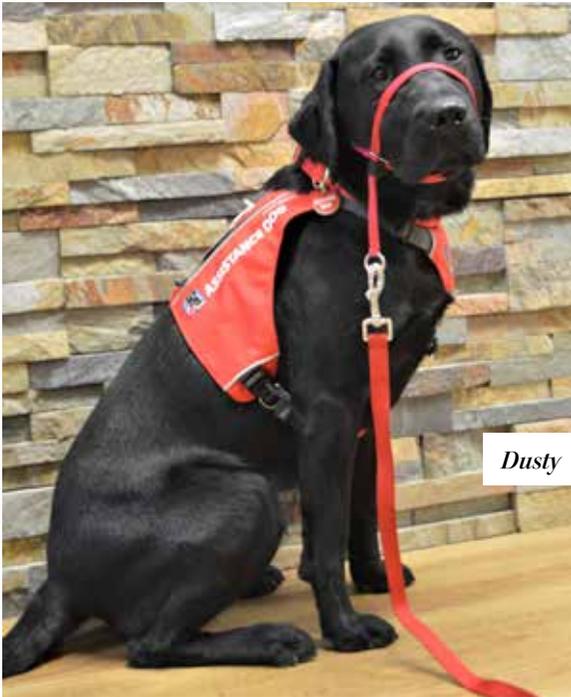
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phone: 1-204-489-4215 email: bjj@womenincarwash.com

Our Graduates!

In 2016 and 2017, as a result of the New England Carwash Association (NECA) Golf Outing, the association donated nearly \$11,000 to NEADS, the non-profit organization that trains service dogs and places them (primarily) with individuals with disabilities. The NECA sponsored the training of four puppies, two of which have now successfully completed their education and are going to new homes.

Congratulations to Snowy and Dusty!



Dusty



Snowy

WELCOME NEW MEMBERS

(April 2020)

\$3 Car Wash/Fazio Enterprises

Winthrop, MA

Exterior, self serve, gas, C-Store

Contact: Matt Johannesen

617/846-0019 mttjhnsn@yahoo.com

cell: 781/424-2938

Fresh Auto Wash

So. Easton, MA

Exterior, dog wash

<http://www.freshwash.com>

Contact: Chris Zona

508/230-9274 chris@freshwash.com

cell: 617/688-7891

Laser Auto Center

Agawam, MA

In-bay automatic, self serve

Contact: Tony Parelli

413/786-3164 tucker01030@yahoo.com

cell: 413/531-5298

Sparkling Image Car Wash/Wash Depot Holdings

Malden, MA

Facilities in MA, NH (also IN, TN, TX, FL & CA)

Full service car washes, Meguiar's Detail Centers, Mobil 1 oil change facilities

<http://www.sparklingimage.com>

contact: Greg Anderson

781/324-2000 Greg.Anderson@WashDepot.com

cell: 516/769-6900

Qual-Chem LLC

Akron, OH

Designs and distributes a complete line of carwash chemistry for tunnels, IBAs & self serves

<http://www.qualchem.us/>

contact: Frank Yonker

330/631-8552 fyonkers@qualchem.biz

Welcome Back

Big Steve's \$3 Car Wash

Leominster, MA

Exterior with free vacuum

www.bigstevescarwash.com

contact: Steve Petruzello

978/537-9886 stevepetro@aol.com cell: 781/888-1700



NECA 2020 Golf Outing Charitable Recipient



The New England Carwash Association's (NECA) Golf Outing is not just for fun. As a result of the outing, since 2003, the association has donated \$87,735 to a variety of nonprofit organizations.

Proceeds from the September 2020 Outing will benefit Cradles to Crayons.

Cradles to Crayons

Cradles to Crayons

Cradles to Crayons (C2C), launched in Boston in 2002. This organization has operations in Boston, Chicago and Philadelphia. The nonprofit provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive at home, school and at play. C2C supplies these items free of charge by connecting communities and mobilizing them to collect and donate new and gently used high-quality children's items. The organization, whose motto is, "It's More Than a Cause, It's a Kid," engages thousands of youth and adults each year in tangible service activities that benefit local children in need. **NC**

For more information
please visit
cradlestocrayons.org/boston



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Covid-19 Resources Provided by NECA Members

The New England Carwash Association (NECA) has been compiling an electronic COVID-19 Brochure that spotlights Coronavirus products our supplier members have available for carwash operators to purchase. This includes everything from disinfectant products and foggers, to protective gear and equipment that will help carwashes better serve customers over the upcoming months.

The goal is to spotlight our supplier members and make it easy for operators to review the available products they need to put their best foot forward in this challenging environment.

Email the NECA office for more details or to update previously submitted information at info@newenglandcarwash.org

In addition, please visit newenglandcarwash.org for our growing list of resources. Click on the "Industry Info" tab and select "Tools and Resources."

NC



CORONAVIRUS DISEASE 2019 (COVID-19)

You can help prevent the spread of respiratory illnesses with these actions:

- Avoid close contact with people who are sick.
- Avoid touching your eyes, nose & mouth.
- Practice social distancing by putting space between yourself & others.
- Wash hands often with soap & water for at least 20 seconds.

[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

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A CALL FOR NOMINATIONS

The 2021 New England Carwash Association (NECA) Board has openings for Director positions. These are one-year terms, renewable by mutual agreement, for a maximum of three consecutive terms. By August 3, 2020, please nominate yourself or a colleague by contacting Dom Previte, Immediate Past President, at 617/593-3262 or dom@seeyoushine.com

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

Eligibility for the Board of Directors:

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

The Board of Directors meets in person six times a year. Dates are set in advance so that Board members can plan



ahead. New Board members are inducted in the late fall and officially take office on January 1. Non-profit governance training is provided during the fall transition period and at a new Board orientation lunch.

More Opportunities to Get Involved (without Board commitment)

One or a few people cannot do alone what we can do together! Become an active and engaged member to reap the full benefits of membership. Even if you only have an hour or two to spare, there are opportunities throughout the year to get involved and to get to know (and learn from) other NECA members. Make some phone calls, research a possible member service, help out at the special event, share a best practice, identify a speaker for a program, take photos at a meeting. The possibilities are limitless. Contact the NECA office about these micro opportunities at 781/245-7400 or info@newenglandcarwash.org

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Steve Weekes, vice president

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Lustra Car Care Products
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Mike Benmoschè, treasurer

mabenmosche@gmail.com

BOARD MEMBERS

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518/376-7681 • weekmac@gmail.com

PAST PRESIDENTS

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Raymond Justice	Ken Knightes*
Steve Voll	Walt Hartl
Mark Kubarek	Dennis O'Shaughnessy, Sr.
Tom Hoffman Jr.	Steve Knightes
	Mark Kubarek

*Deceased

EXECUTIVE DIRECTOR

Suzanne L. Stansbury
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Suzane.L.Stansbury@gmail.com
P.O. Box 230, Rexford, NY 12148
northeastcarwasher.com

NYSCWA.COM

PRESIDENT'S COLUMN

Things will be different. Over the past several months there have been new words added to our vocabulary like social distancing, antibody testing, trace armies and more. Due to the Coronavirus pandemic, New York State's economy was turned off and carwashes were deemed non-essential and shut down by the Governor's Executive Order in mid-March.

Through the diligence and hard work of our board of directors, our Lobbyist Bill Crowell and many members advocating on behalf of the NYSCWA and industry, we were granted approval to open under strict guidelines. In the past few weeks we have been permitted to have a limited re-opening. (I hope by the time of this publication hits we will be back to "normal" whatever that might look like).

This pandemic will change the way we operate, not only our individual businesses but as an association. The role of an association is to advocate for our members, our industry and to help improve the state of professional carwashing in New York state. During the initial shut down, there were some operators who disregarded the Governor's Executive Order and individually worked with state agencies, negotiating with them to be allowed to operate. The focus of the NYSCWA board has been and will continue to be the entire industry in the state, not just selective segments or selective locations. I understand the desire of each operator to want to do what they think is in their best interest; however, what may be in their best interest may be detrimental to another part of our industry or be contrary to the NYSCWA lobbying efforts. The strength of an association is rooted in its ability to have a common agenda and speak with one voice for all of our members.

Given the social-distancing aspects of this pandemic the look of the association will change in the near future. We will be forced to hold virtual meetings and webinars to get information to our membership. The first example of this is a webinar put on by Carwash Insurance Program by McNeil in May on reopening strategies. Although not ideal, we can work with this in the short-term. It's a viable vehicle in which to disseminate information to our membership. Hopefully, you will take advantage of it and hopefully, it won't be forever. In the meantime, please keep checking our website as this situation is beyond fluid. We will continue to fight to get the full-service model opened up again, although it will have a different look and feel. Our Best Practices have been presented to the state's Attorney General and the ESD and we will keep the pressure on, but things will be different.



Walter Hartl
President NYSCWA

CATSKILL DISTILLING COMPANY



Catskill Distilling Co. Now Makes Hand Sanitizer, Face Masks

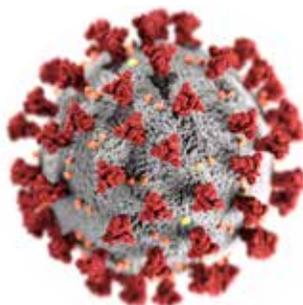
The site of the New York State Car Wash Association's fall 2019 Membership Meeting, The Catskill Distilling Company in Bethel, NY, is now adding hand sanitizer production and mask making to its array of services.

The distillery and adjacent Dancing Cat Saloon are owned by NYSCWA Treasurer Mike Benmosch's cousin Stacy Cohen.



For information on purchasing their NY Distilled Hand Sanitizer or tie-dyed face masks email stacy@catskilldistilling.com. Include a phone number and Stacy will call you back to take and confirm your order. You can also visit dancingcatsaloon.com

For the most current
COVID-19
operating information
visit nyscwa.com



New York State Car Wash Association Profit and Loss



January - April 29, 2020

Income

Meetings Income	660.00
Membership Dues	9,750.00
Northeast Convention Income	51,334.21
Promotional Fees.....	360.00
Uncategorized Income	500.00
Vendor Sponsorships.....	375.00

Total Income **\$62,979.21**

Gross Profit **\$62,979.21**

Expenses

Advertising/Promotional.....	48.60
Credit Card Fees	399.00
Director Fees.....	9,356.74
Insurance Expense	702.00
Legislative Fees.....	5,250.00
Office Expenses.....	37.56
Postage Expense.....	45.85
Printing/Graphics.....	474.65
QuickBooks Payments Fees.....	213.15
Telephone.....	37.04

Total Expenses **\$16,564.59**

Net Operating Income **\$46,414.62**

Net Income **\$46,414.62**

Money Market..... **\$56,071.72**

PAC Account **\$12,481.75**

Grand Total..... **\$114,968.09**

Monday, Feb 10, 2020 03:53:08 PM GMT-8 - Cash Basis

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Life Without Vision; Would Your Business Be The Same?

By Dave Snyder

Take a moment, lean back and close your eyes. Now think about some of the most beautiful things you have ever seen in life. We all have memories of our favorite places to visit because of the pure scenic beauty. Think about that favorite restaurant you might like to go to with your special someone. The dining room may be very nice, the food comes out as if it were being served to royalty and the smell just peaks your senses. Now look at the darkness from the back of your eyelids. What if this became your new normal because of a preventable accident at your wash? So, aside from no longer being able to see your favorite sights or loved ones faces again, I ask you this question, "How would your business operate going forward if you could not see?" I am guessing for most it would not end well. What if one of your employees lost their sight because of a preventable accident at your wash? Eyes are an asset we all take for granted and often neglect to protect in many of our daily tasks.

For this article, I would like to review eye protection and emergency eye wash stations. Many operations put in one of those 1- or 2-bottle safety stations that hang on the wall and think this is all that is needed; this checks off my Occupational Safety and Health Administration (OSHA) box. As I will show you, this does not fully meet the OSHA standard. There is a lot more to it. In fact, those types of eye wash stations do not meet the requirement for the amount of fluid needed to flush the eyes.

Some eye-opening statistics for you to think about from the Prevent Blindness Foundation:

- 2,000 people injure their eyes at work each day
- 700,000 eye injuries occur at work each year
- 1,000,000 people have lost some degree of their eyesight; this equates to 10–20 percent having temporary or permanent vision loss
- One in 10 eye emergencies require one or more missed days from work
- 90 percent of all workplace injuries are avoidable.

Wash Hazards

Eye emergencies can come from many of the daily operations around your wash. Let's look at the possibilities from wash operations:

- Spraying Chemicals
- Splashes from dropped chemical containers
- Fluids under high pressure

- Dust particles blowing around
- Grinding sending metal shards
- Flash burns from welding or torches.

Injuries to the eyes can come in multiple forms:

- Cuts and scratches
- Objects in the eyes
- Burns
- Chemical Exposures
- Blunt injuries to the eyes or eye lids.

Eye injuries are often very painful and usually are immediate, however, in some instance's symptoms may not come to full fruition for several hours. Examples of this would be flash burns where symptoms could take three to 12 hours to set in after the exposure, or dust in the eye which scratches the cornea. Conditions way worsen over several hours even if the objects are out of the eye. Most times medical attention is sought due to the post pain and constant watering of the eye.

Prevention starts at the top levels of any operation through leading by example and having an adequate safety plan which includes written policies for using proper personal protective equipment (PPE). The following pieces are required by OSHA as part of your written policy:

- List areas where safety eye protection is required
- List specific tasks where eye protection is required
- Identify what specific form of eye protection is required for each task and area.

It is also required by OSHA to have a formal written training program and provide training to all staff who may be exposed to any associated hazards on how to properly use PPE. I have been to many operations and have found less than adequate or no PPE onsite to protect everyone. This is not an area where it is acceptable to save a couple of bucks by purchasing the cheapest stuff you can find or not purchasing it at all. The cheap stuff is never very comfortable to wear for any period of time. You will find it much easier to get staff to conform to policies if it fits properly and does not cause discomfort to wear.

You should add PPE to your inventory checks and order replacements as needed. You must ensure all PPE is always clean and fully functional. Have a safety station where staff can make it second nature to grab the proper protection as they embark on their next task. Be sure to post signage indicating the location of this equipment and advising PPE is required in specific areas, another OSHA requirement checked off your list.

Depending on the tasks staff engages in, here is a list of eye protection you should consider having on hand:

- Safety glasses
- Goggles
- Full face shields
- Welding helmets
- Full-face respirators.

Eye Wash Stations

The last piece I want to cover are emergency eye wash stations which are a requirement of OSHA due to the potential for chemical exposures on site of any wash operation. To be fully compliant there are a lot of things that need to be followed. Each type of eye wash system has different requirements that I am going to highlight as part of this piece. I want to stress having one of those one- or two-bottle eye wash stations mounted on your wall is not an acceptable eye wash station. Those units are meant for immediate emergency eye flushing when a larger station is not close by. They also generally have a two-year shelf life until they must be replaced. If you look on the bottles, they will show an expiration date. To be compliant you must have either a fully plumbed unit or a self-contained unit that mounts on the wall.

The following are the basic requirements for these units.

- Plumbed Units
 - > Plumbed with materials that will not corrode
 - > Must flush both eyes simultaneously
 - > Water must be between 60-100° F.
- Self-Contained Units
 - > Must contain 15 to 20 minutes of continuous flow
 - > Shall deliver flushing of 1.5 liters per minute
 - > Water must be between 60-100° F.

Access to eye wash stations needs to be kept clear and needs to be within 55' of known hazards to allow for 10-second access from the time of exposure. For areas where this may be a greater distance, the mounted one- or two-bottle units would be needed to fill the gap. Additionally, the spray pattern for either the plumbed or self-contained must be between 33"-53" from the floor. It is also required that you keep these units clean and not use them as a place to hang or set other materials.

If you still need the bottle units, be sure to check the expiration dates. I can't begin to tell you how many sites I have visited where the bottles expired years ago, and the solution has now turned to a yellowish color or bottles have been opened and part of the fluid is missing. These will not help anyone during an emergency.

Another pitfall which people fall into with the larger self-

contained units is the water in them needs to be changed monthly. You can extend the life of the water for an additional two months by adding a sterile bacteriostatic additive. The reservoir on these units still needs to be cleaned monthly with either straight or treated water. Dirty stagnant water in these units can lead to a bacterial eye infection on top of any injuries you are trying to reduce by flushing. Please do not add insult to an already serious issue by not taking proper care of these units. OSHA requires these units be tested annually to ensure they are properly working; this in-

cludes documentation of the test date. There are also weekly inspections that are required by OSHA.

Weekly eye wash station inspection requirements:

- Dust covers in place
- Units are clean
- Properly functioning (plumbed units)
- Visual inspection for damage (self-contained units)
- Checking access path
- Date and initial inspection tag.

Please remember prevention is the best way to protect the eyes of you and your staff. So once again, always lead by example and wear PPE as you have laid out for your people. Yes, you might be just passing through an area quickly, but this is when most accidents happen. Set "no injury" goals for your team and review policies frequently to keep the ideas fresh in everyone's minds. Be sure there is strict adherence to the rules and have consequences for not following the rules. Be sure to keep up with housekeeping and remove any chemicals no longer in use from the back room and property.

This is another example of why every operation needs to share the load of safety between top staff and have an appointed safety officer to help track and maintain crucial safety items.

Remember, without sight you will not be able to see the faces of your loved ones, the beautiful business you operate and the money going into your bank account. I only want darkness in your life when you close your eyes to sleep. I want you to sleep well at night knowing your staff are as safe as you are.

NC



Dave Snyder

Dave Snyder is a Rick Management Program Specialist with Carwash Insurance Program by McNeil in Cortland, NY. You can reach Dave at dsnyder@mcneilandcompany.com or 607/428-2147.

“It”

By Ray Justice

“In this article ‘It’ is about a very important 3 feet. Read and re-read, as it is a lesson that is very useful and can have a powerful impact on your life.” – Ray Justice

“It” usually represents a reference to something previously stated, so we do not need to repeat the same word again. An example is this sentence: “A red sports car drove by and turned quickly before (the red sports car) slowed down.”

So when “it” is used we usually already know what “it” is.

In this writing we will be referring to “it” as an intangible reference to personal energy. Not always as easy to understand and know without touching or seeing “it.”

So follow along as we look at the beauty and power of “it.”

In today’s world we all know what social distancing is. We also know to keep 6 feet between us, so we are not in each other’s space. Six feet is the distance that is part of the Centers for Disease Control (CDC) social distancing guidelines.

The distance of 3 feet, or 6 feet from each other, is known as the breathing zone. That means people within that space are breathing and exhaling, basically, the same air. Each other’s exhaled air travels approximately 3 feet.

I was taught we have a 3-foot circle surrounding us that radiates our energy and that includes our heart energy. One of the sources being Heart Math, if you would like more professional detail.

Whether it be our heart energy, or the air we inhale and exhale, this 3-foot bubble of space, surrounding us, establishes a guideline so we have something to relate to. Our personal energy, as an average, seems to lessen after approximately 3 feet.

This energy space goes with us wherever we go. The location may be different, but our energy is always right along with us.

That space is energy and is directly affected by us, how we feel, what we believe, what our current thoughts are and more. In other words, wherever we go we bring an environment with us that is much more than our physical body.

To have a sense of awareness, about this energy, try this exercise. Start by holding your hands out in front of you, cupped with palms facing each other, about 4 or 5 inches apart. Feel like you are holding a ball of air and you will actually feel “it.” If at first you do not feel “it,” move your hands slightly, back and forth, apart and then together, a couple inches but not touching each other. You will feel the energy in your palms and fingers.

Often, with a new exercise, like this one, we do not notice “it” at first, mainly because we are thinking instead of focusing on one of our senses. In this situation the sense is that of touch to feel the energy vibration in our hands. If you do not feel anything at first, close your eyes and pretend you are actually holding a very light weight ball. With eyes closed you

have less to think about and it becomes easier to be aware of, to experience, your energy.

This will also give you a sense of how easily distracted we can be to our sense of feeling. Our senses are focused on many things at the same time.

Next step. Once you can feel this energy move your hands farther apart and then slowly back closer together. See how far apart you can get your hands where you can still feel the tingling energy. Moving your hands slowly apart and together, just a little way at a time, helps you be able to feel “it.”

This is what you are carrying around with you wherever you go. “It” is your own personal energy. “It” is felt by others depending on how close they are. Some can feel it farther away, but the average seems to be inside 6 feet or 3 feet for each. The better, more appreciative, the more loving, more compassionate you feel, influences your energy as does anger, doubt, blaming and other fear-based thoughts and feelings. We are passing “it” on to each other.

I learned years ago that if you are with someone, and things are not comfortable, in some way, to step back, or aside, so you are 6 feet or more apart. It will change the energy, without saying anything directly, by being less threatening. Do it casually, so no one will actually notice, by taking a step back or moving to lean on a counter or a doorway as you keep the conversation going.

Now how do you change this energy if you need to? The key to that question is you need to feel “it” and be “it.” Thinking about “it” is a start but the real power is feeling “it.” If you embrace “it” and embody “it” your energy is stronger in a more powerful way.

If you have embraced anger, doubt, fear, blaming, etc. that is the energy you will carry around with you. Think of “it” as representing your energy, chemistry, interest, your charm and your personal magnetism, the part of you that cannot be seen or touched, but “it” is there.

Being in charge of your own words and thoughts, so you are not always talking with someone else’s voice, is a starter. Find the real you, that is there, but may well be buried or not awake yet. The best you can, every day, sense, feel, be aware of, and have the intention of being calm, peaceful, kind, happy, willing and confident.

You can help calm another person just by being clam yourself. (They feel the energy.)

We notice and feel “it” when others are angry. This is also true for joy, happiness, willingness, nervousness, anxiety and other feelings. Notice is the important word here – to be aware of how you are feeling, about yourself, in the moment.

This understanding has a lot to do with how we feel about ourselves and how we connect with others in many ways.



Are we helping or harming the situation?

Are we feeling connection or separation?

Does it feel like you should back up a couple of feet or actually move closer?

Trust your feeling, what you are sensing and back up to 6 feet when you need to. Move your 3-foot private universe a bit farther away, a safe distance.

Work on the premise that how you are thinking and feeling travels with you and is felt and sensed by others.

Here is a wonderful quote by Dr. Jill Bolte Taylor, "Please be responsible for the energy you bring into this space."

Her knowledge and insights on the human brain are priceless.

This is important and says it all in one sentence. Let's repeat it, "Please be responsible for the energy you bring into this space."

The energy you bring along with you affects and often sets the stage of how the other may feel and how they respond. You cannot control but your energy will influence.

One of my own favorite coaching quotes is: "The most important part of any interaction is how you feel about yourself, in the moment."

The best you can do every day is to be in charge of your own words and thoughts, realizing that they mostly come from how we feel and our beliefs.

Our thoughts and beliefs are very much a habit. We are used to them and have taken them for granted.

It is also important that we have the basics covered every day.

Do you get a good night sleep of 7-9 hours?

Did you drink enough water?

Do you celebrate and appreciate the things that you have daily?

Pay attention to the food, drink, stress, companions, history, along with what we see, hear, feel and sense through the day. Notice how often you repeat the same thoughts and comments.

Life is like a mirror sending us the message in a reflection of what our thoughts have been dealing with. Focus on what you can appreciate, and how "it" feels in your body, as often as possible.

Inviting someone into our 3-foot environment is an intimate choice that can be positive and uplifting or threatening and draining.

Being in a crowded area, when someone steps into our space, can feel very threatening. Step back or move on if "it" does not feel right for you. Our first reaction may change if someone accidentally stumbled, be aware and adjust and be the one that can soften things by your reaction and energy.

Remember, it is a fast-changing world and most of us are struggling with something.

Let this awareness help you adjust to what is, what isn't and where you can help.

"It," in this writing, is the energy of how you feel about yourself, knowing that you create "it" and carry "it" with you, always.

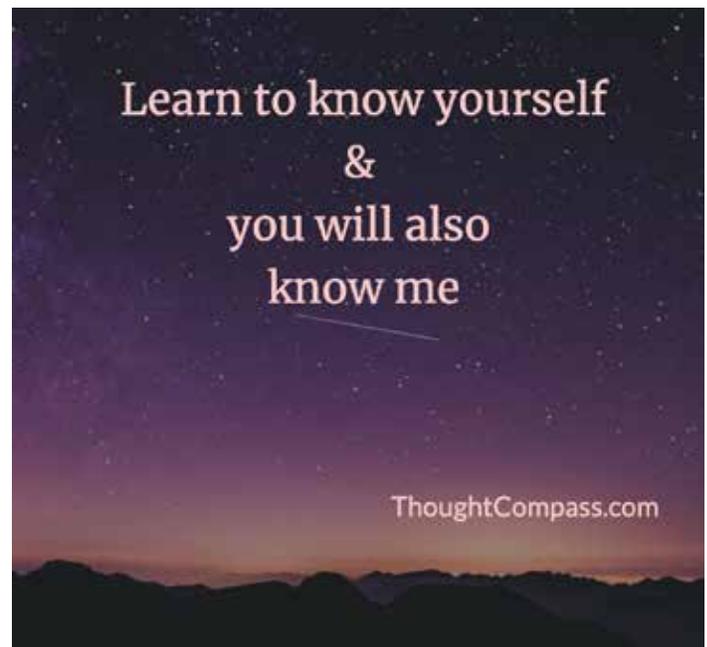
"The most important part of any interaction, is how you feel about yourself, in the moment."

NC



Ray Justice

Ray Justice is an entrepreneur, poet and creativity explorer. He is a former carwash operator and past president of the NYSCWA. Visit him at ThoughtCompass.com where he offers two Free courses, Ponder Moments and A Good Night's Sleep.





Exteriors, Self Serves Get Open While NYSCWA Fights for Other Models

By William Y. Crowell, III

The Covid-19 lockdown in New York State created unanticipated challenges for the carwash industry and other small businesses here. Governor Cuomo issued Executive Order 202.6 on March 18, 2020. This Executive Order introduced the concept of an essential business, a term that has become the bane of carwash operator's existence. Empire State Development (ESD) was charged with defining and making determinations of whether a business qualified as an essential business. The importance of being an essential business came to fruition when Executive Order 202.8 provided that on March 22, 2020, businesses were required to reduce the in-person work force by 100 percent. The only exception to this dictate was essential businesses, which could continue to operate.

The lockdown brought a landslide of legitimate questions to the New York State Car Wash Association (NYSCWA) from carwash operators throughout the state. Many of the questions were directed at an interpretation of the guidance issued by ESD for determining whether a business was essential. The guidance was general in nature and didn't answer questions such as would self-serve or inbay automatic washes be exempt.

Not unexpectedly, every business was trying to shoe horn itself into the ESD guidance. ESD was inundated with thousands of requests by individual businesses for clarification of essential business. Carwash operators were looking for answers to avoid being placed in the position of furloughing their workforce for an unknown time frame.

The NYSCWA president, Executive Director and board members took on the challenges of representing the carwash industry to work with both the executive and legislative branches of government to advocate on behalf of the industry in a responsible and thoughtful manner. The board worked with members to marshal the arguments as to why carwash operations, particularly self-service, inbay automatics and express tunnel operations were low risk for both the public and employees. The board also worked diligently at providing protocols for operation of carwashes in the new environment. Appropriate personal protective equipment (PPE) requirements for carwash workers, social distancing guidelines and requirements for a sanitary workplace were crafted to ensure a safe environment for both carwash workers and consumers.

The NYSCWA board and some members reached out to the Governor's office, ESD, the Attorney General's Office and elected representatives to make arguments on behalf of the carwash industry to enable it to responsibly resume some of its operations. The net result of the combined efforts is that inbay automatics, self-serves and express tunnel operations with specific limitations are permitted to operate (at the time of this writing). The specifics are on the NYSCWA website, nyscwa.com. A thank you

on this restart is directed to the Labor Bureau of the New York State Attorney General's Office.

The Labor Bureau listened to all the carwash industry arguments taking into consideration the value of washing cars for first responders, the agricultural services industry and funeral directors because of Covid-19's adherence to surfaces. The patience and willingness to make a decision was critical for the carwash industry in an environment where a bureaucratic "no" is always the easiest answer.

The full-service business, however, still remains off limits. Specifically, the current opinion states, "no ability to vacuum cars, dry cars, detail cars, apply any other cleaning product (ie. Armor All) to the car by any employee."

At present, the Governor is preparing for reopening the state on a regional basis dependent on various factors including: the number of hospitalizations, the diagnostic testing rate, the rate of transmission and the number of contact tracers available. The Governor outlined four phases of reopening that would be implemented as follows:

- Phase 1 to consist of construction, manufacturing and some retailers with curbside pick-up
- Phase 2 professional services, finance, insurance and real estate
- Phase 3 restaurants and hotels
- Phase 4 arts, entertainment, recreation and education.

The Governor indicated that businesses need to develop safety precautions with social distancing standards to be prepared to reopen. He also emphasized this as an opportunity to reimagine the business model so for example, interior cleaning may become car sanitizing. Lieutenant Governor Hochul (Western New York), Bob Duffy, former Lieutenant Governor (Rochester and Finger Lakes) and county executives in the other regions are meeting with business groups to make recommendations to the Governor and ESD. The NYSCWA is working with members to assist their advocacy with local decisionmakers. The NYSCWA will continue to work for expanded carwash operations on a safe basis for both employees and the public. Please bear in mind that this process of reopening is more difficult than the lockdown. The process will unfold with a number of issues so continue to expect the unexpected. One further note, it is particularly important to adhere to guidelines and limitations for allowed carwash operations as compliance will play a role in expanded reopening.

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