

northeast carwasher

The Importance of Being Reinvested

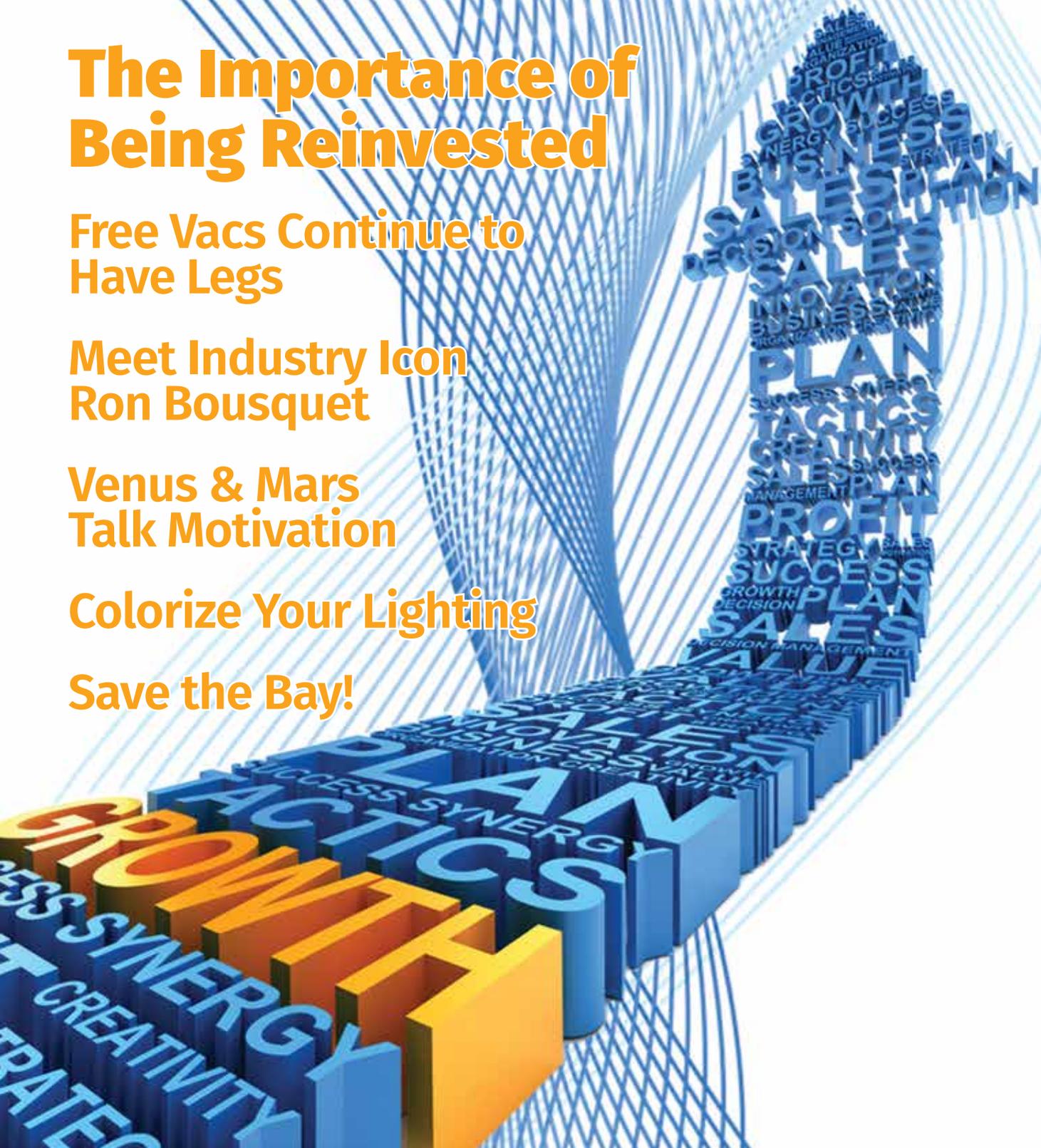
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Spring 2020

Vol. 25 No. 2

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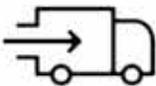
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In late January, I got to take part in a really impressive convention & expo put on by the Southwest Car Wash Association (SCWA) in Fort Worth, TX. I've been able to attend the show the last two years after a very long absence due to work, kids and life. Making the time to attend this exceptional event, and being warmly welcomed by long-time friends SCWA show organizers Chuck and Jane Space, is a great opportunity for me to sample what is going on in a different part of the country. It's also a way to catch up with old friends in the industry, and this year was no exception. In fact, one of my favorite industry friends, beloved by manufacturers and operators alike, received the SCWA's highest honor, its Lifetime Achievement Award. And although I thoroughly enjoyed hearing the event's Keynote Speaker, Vice President Dick Cheney, it warmed my heart more to be in the room for the presentation of this award.

Brian Campbell, as many of you know, has been touted "Carwashing's #1 Fan." If you've traveled to Car Care World Expo or any number of other shows you likely have seen Brian accompanied by his mom Valerie, his father Dale and on occasion his 23-year-old brother Andrew. Brian, you see, now 38, wasn't expected to live past the age of 10. At six months he was diagnosed with Williams Syndrome, a genetic condition present at birth, which can elicit medical and developmental problems including cardiovascular disease, developmental delays and learning disabilities. These problems typically occur along with abilities that include advanced verbal skills, highly sociable personalities and a passion for music. Brian's passion, at the age of 10, became carwashing. Despite a number of serious heart issues including open-heart surgery, and literally dying in his mother's arms, he overcame the odds and through an almost unexplainable passion for carwashing, he learned to read (thanks to carwash publications and brochures, and the tireless efforts of his mother). The Campbell's were told to institutionalize Brian and start over again when he was first diagnosed. Thankfully, they didn't agree.

Brian forged a bond early on in his carwashing career with a number of successful and influential carwash owners and suppliers. This close-knit group known as the "Friends of Brian Club" include industry greats Bill Sartor, Stu Mandel, Ben Alford, Roy Wakefield, John Nikolaou, Walt Tack, David Belanger, Red Lewis, Brett Benderson, Sonny and Paul Fazio and Chuck and Jane Space, to name just a few as there are many, many more fans and supporters! This group has made it possible for Brian and his family to travel to trade shows with no financial concerns. And over the last 27 years, Brian has been attending shows and learning all he can about the industry. He certainly knows his carwash equipment and can tell you what he likes and doesn't like about each piece with a passion that will certainly make you smile.

Brian has been honored with many awards in his carwashing career, but the one he received at the SCWA show in January was probably one of the most impactful, as he lives with his parents in neighboring Tulsa, OK, and has been attending SCWA shows since 1993. Thanks to Chuck and Jane Space, he also received a "shout out" from President George W. Bush in the introduction to the award! But as I sat in the crowd of more

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As I See It ... *continued*

than 500, I was overcome with pride for Brian, his amazing and genuine parents and all he has accomplished. I also felt enormous pride in this industry and how it has embraced an unlikely carwasher and made him their own. The genuine love I felt in that room from so many was palpable. Brian's mom Valerie really hit the nail on the head when she said to me, "Brian has come so far from where he was supposed to be. Everyone has potential, and thanks to this industry Brian's has been realized."

Brian Campbell is the SCWA's 2020 Lifetime Achievement Award recipient right up there with industry notables Mike Cornett, Jim Coleman, John Jurkens, Ron Peterson and Ben Alford. This award is not given out every year, according to SCWA Executive Director Chuck Space, and is done so with much thought and consideration for a person's impact on the association and industry. Brian is the sixth recipient. "We were honored to be able to present Brian with the Lifetime Achievement Award," said Space. "Brian has had a wonderful impact on our lives and I know he has also influenced the lives of so many throughout the carwash industry. He is an amazing young man." I couldn't have said it better. Congratulations, Brian. You do carwashing proud!

Industry Icon Feature

And speaking of great ones in our industry, we have started a new feature of the magazine called Industry Icons. This feature will give us the opportunity to interview some of the great contributors to this industry and share them with our readers. It's an opportunity to also thank these icons for their passion and dedication to professional carwashing. Our first Industry Icon is one of the most honest and genuine carwashers I know, Randy's Ron Bousquet. Ron's thirst for excellence and his devotion to his family, industry and the associations he has represented for many years runs through his veins. It's an honor to know him and to interview him. I hope you enjoy learning more about Ron's journey on page 24.



Suzanne L. Stansbury
Editor/Publisher

Editor's Note: Brian's parents have nearly finished a book on his life in carwashing. We'll keep you posted on its progress!

NRCC Facts



- ✓ 2019 show 1847 attendees *Record
- ✓ 2019 show had 348 exhibits *Record
- ✓ The 2020 show is the event's 31st
- ✓ The MCA is the 2020 host association
- ✓ The 2020 Welcome Reception is moving to the ACCC and is open to ALL ATTENDEES *Sponsored by ICS
- ✓ The 2020 Keynote Speaker will be revealed soon and it will blow you away!

For more information visit nrccshow.com

Reader's Thoughts...

Although I don't write for the *Northeast Carwasher* any more, I do read it from cover to cover including ads. Looking for faces I know, learning about new people in the industry and gaining insights where the carwashing industry is headed in the year 2020. But, it was a big surprise to see my name in the timeline celebrating your 25 years of publishing. Truth is, I couldn't have told you when I started writing or when I stopped or for how long I wrote for you. I hope it doesn't sound egotistical, but I'm saving the issue. It helps me remember happy times. I now see second and third generations of people I know. Albert Einstein said, "Do not grow old, no matter how long you live. Never cease to stand like curious children before the Great Mystery into which we were born."

May your magazine always be young and vibrant.

- Cookie Anthony,
long-time author of *Tidbits From Cookie*
who wrote for the magazine from 1997 to 2015.

Editor's note: We thank you, Cookie, for your years of wit and wisdom. You had an insightful way of sharing your knowledge that lit up a page, as did you. We wish you many happy days ahead.

WASH VOLUME INDEX

Our Wash Volume Index through January showed gains for three out of the four operators with Dave Ellard in New England showing a 32 percent gain. Our Jersey Shore operator, Doug Rieck took a 2 percent loss with, unfortunately, a whole lot of rain. Wishing everyone a tremendously strong pollen season!



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

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The NRCC Board Meets to Shape the 2020 Show

The Northeast Regional Carwash Convention (NRCC) board of directors meets annually to review the most recent show and begin planning the next one. The group, made up of representatives from the New England Carwash Association, New York State Car Wash Association, Car Wash Operators of New Jersey,

Connecticut Carwash Association and Mid-Atlantic Carwash Association pour countless hours of their time into making the annual event memorable and educational on behalf of their individual associations. The most recent meeting was in Latham, NY, at the Hoffman Car Wash Conference Center. **NC**

Pictured from left to right: Walt Hartl, Suzanne Stansbury, Gail Benmosché, Doug Rieck, Dave DuGoff, Patti Kaplan, Heather & Mike Ashley, Ron Bousquet, Dave Ellard and Mike Benmosché. Missing from the photo are Bob Rossini, Dan Petrelle, Dino Nicoletta and Jeff Arimento.



Read all about Brian Campbell's SCWA Lifetime Achievement Award on page 14.

Passing the Torch



In our summer issue we will feature several carwash owners and their sons or daughters who are following in their footsteps and regenerating the industry with fresh ideas and energy. Ryan and Gary Sloan of Squeaky Clean Car Wash in Ithaca, NY, pictured at the 2019 NRCC in Atlantic City, will be two of the teams we will feature. **NC**

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WINGERT JOINS JBS

JBS Industries, Lebanon, OH, a provider of carwash chemical technologies, as well as operator and distributor service programs, has appointed Randy Wingert, as director of sales for North America, said a company press release. Wingert will be working directly with JBS Industries leadership in Ohio and replicating profitable sales and marketing programs for the company's North American distributors and retail carwash operator customers.

For more information visit jbsindustries.com

ICWG APPOINTS HOCKENSON CEO

International Car Wash Group, Denver, CO, has appointed Markus Hockenson its new CEO, according to a company press release. He replaced Tom Mangas. Hockenson brings more than 25 years of domestic and international leadership experience in multi-unit consumer brands to his position with ICWG. "We are thrilled to welcome Markus to our team and see tremendous value in his experience in leading top retail operations and driving growth through

M & A in the U.S. and abroad," said Mike Smith, chairman of ICWG.

According to Hockenson, "I look forward to helping the company to expedite growth and sales across our locations in the U.S. and internationally, work with communities and employees and solidify our position as the world leader in carwash."

For more information visit icwg.com

ZEP VEHICLE CARE, EVERWASH TEAM UP



EverWash

Zep Vehicle Care Inc., Eagan, MN, has named EverWash Inc., Philadelphia, PA, its preferred unlimited wash club partner, according to a company press release. Under this new partnership, and starting in the Northeast, Zep will promote and provide EverWash membership a sales, marketing and subscription management platform, helping them substantially increase wash volume and revenue. "We found that customers with successful membership programs were washing more cars, using more chemicals and increasing their profits," said Greg Heyer, Chief Commercial Officer for Zep. "EverWash has positioned themselves as the leader in the carwash industry when it comes to selling, managing, and marketing membership while driving monthly recurring revenue to their wash partners." Heyer added, "It was an easy decision to choose them as a strategic partner for helping our customers drive membership."

EverWash CEO, John Cassidy, agrees. "We're excited for the opportunity to team up with such a well-established

GRACE FOR VETS 2019 WASHES NEARLY 350,000 CARS

Mark Curtis, Director of Grace for Vets, estimates that 346,766 free carwashes were given away to Veterans and active-duty personnel by 4426 participating locations across four countries on November 11. This brings the total free carwashes provided by participating members of Grace for Vets to 2,679,743 since the organization was started in 2004 by former Pennsylvania operator, and Veteran, Mike Mountz. "We are thrilled to see the participation grow each year," added Curtis.

"We gave away 12 percent more washes this year than in 2018." He added, "The overwhelming number of inquiries by vets on Monday crashed our website a couple of times during the day. It's clear that this has grown so much that we'll have to upgrade our support systems for 2020."

Curtis, who is also the CEO of Splash Car Wash, Inc., an operator of 21 locations in Connecticut and New York, has overseen Grace for Vets since 2014. "We are always touched by the Veterans who visit us on November 11th, and the appreciation they have for this simple gesture of thanks we provide them. I hear stories country-wide of other operators who



Colonial Car Wash's Mike Fusco (right) is shown with a Veteran who took advantage of their Grace For Vets program in Schenectady, NY.

have similar experiences and have been participating in Grace for Vets for years."

Carwash operators find involving themselves with Grace for Vets a simple task with no cost to join. They can visit graceforvets.org and register their washes so that inquiring Veterans can find their locations. Curtis hopes to grow the involvement to more than 5000 participating washes in 2020 and provide 400,000 washes to Veterans and active-duty personnel.

For more information, contact Gina Colley at 203/324-5400 x 7024, or gcolley@splashcarwashes.com.

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Newsworthy ... continued

partner in Zep Vehicle Care to help more carwashes grow their monthly recurring revenue stream like never before.”

For more information visit ZepVehicleCare.com and MoreWashProfits.com

CSI RECEIVES US PATENT

Cleaning Systems, Inc. (CSI), DePere, WI, was issued a US Patent for eyesight.one, according to a company press release. Eyesight.one provides a quick,

clean and easy chemical use measurement that saves time and money. According to Doug Marquis, Vice President of Business Development, “As the carwash industry continues to demand more accountability and consistency, eyesight.com brings it to a level where virtually anyone can take a real-time measurement and know exactly how much is being used.”

For more information visit eyesight.one or customerservice@cleaningsystemsinc.com

GENERATION GROWTH CAPITAL, HARRELL'S CAR WASH SYSTEMS ACQUIRE AUTOSHINE OF NEW ENGLAND

Generation Growth Capital Fund III, LP (GGC), a Milwaukee-based private equity firm that invests in lower middle market companies, and Harrell's Car Wash Systems, Inc., one of the

Continued ...

SCWA CONVENTION & EXPO TAKES FORT WORTH BY STORM

After outgrowing a venue the Southwest Car Wash Association (SCWA) called home for 20 years, the Arlington Convention Center, it moved its annual Convention & Expo to the Fort Worth Convention Center, January 29-31, to rave reviews. The three-day event boasted more than 2,000 attendees, 160+ companies, 340 booths and 80,000

square feet of exhibit space, according to SCWA Executive Director Chuck Space. “This move gives us the opportunity to continue to grow and an EXPO and educational programming that is relevant to our growing attendance.”

Show highlights included a CEO Forum by Chick-fil-A's Arthur Greeno and a Q & A Keynote from former Vice

President Dick Cheney. The association's highest honor, its 2020 Lifetime Achievement Award, went to Carwashing's No. 1 Fan, Brian Campbell. Many in attendance also participated in a professional rodeo at the Dickies Arena on January 30.

The 2021 SCWA returns to Fort Worth February 17-19.



Brian Campbell, Car Washing's #1 Fan, was honored with the SCWA's Lifetime Achievement Award. He is pictured with his proud parents Dale and Valerie Campbell.



The SCWA 2020 Convention & EXPO moved from its long-time venue in Arlington to the Fort Worth Convention Center to rave reviews.



Former Vice President Dick Cheney keynoted the SCWA's 2020 Convention & EXPO at the Fort Worth Convention Center in Fort Worth, January 30.



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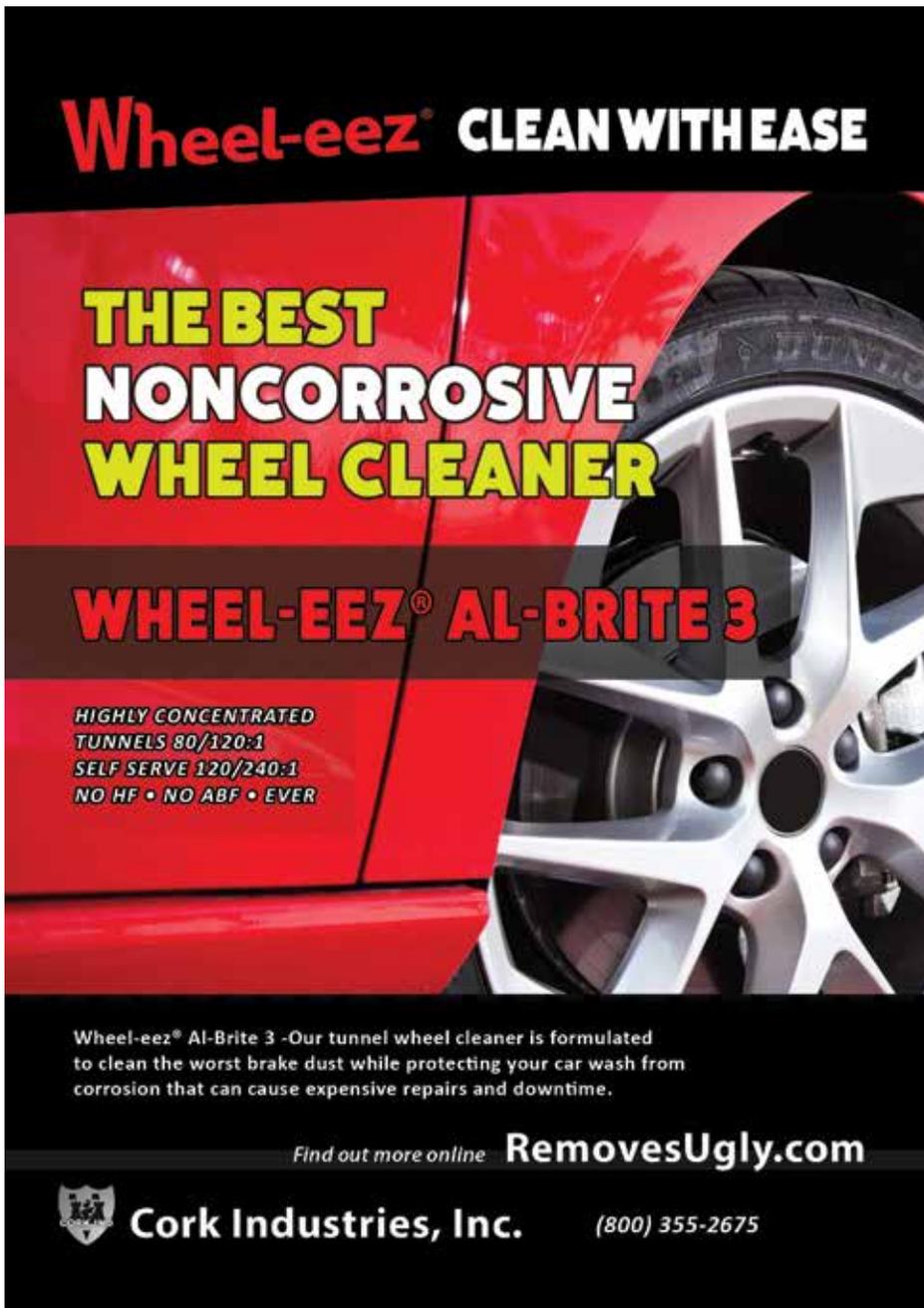
nation's largest full-service distributors of carwash systems and supplies, has acquired AutoShine of New England, according to a company press release. Terms of the deal were not disclosed.

AutoShine is headquartered in Manchester, CT, and is focused on selling, installing, and servicing carwash systems in addition to parts, chemicals and ancillary items needed to operate carwashes, said the release. AutoShine is the fourth addition to join the Harrell's platform. Frank

Carpino, President of AutoShine, will continue to manage the company. "Through our active acquisition strategy over the past few years, Harrell's has accelerated into an industry-leading distributor and service provider of carwash systems and products. AutoShine complements the Harrell's gold standard in end-to-end carwash solutions and solidifies our market position in the Northeast U.S.," said John Reinke, Managing Director of Generation Growth Capital, Inc.

Added Chad Tearman, President of Harrell's Car Wash Systems, Inc., "As our company continues to grow, we look forward to finding ways to expand our product and service offerings in ways that add value to our customers. We really value the relationships that we have with customers. AutoShine brings a new product line to us and a strong technical expertise in tunnels that complements our Northeast region nicely. We are very excited about the trajectory of our company and the growth prospects we see throughout all of our markets."

For more information visit generationgrowth.com and harrellscarwashsystems.com



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MACNEIL BUILDS ITS SMALLEST WASH



MacNeil Wash Systems, Barrie, Ontario, Canada, has partnered with Bubble Bath Carwash of San Antonio, TX, to help bring the joy of carwashing to children at The DoSeum, San Antonio's Museum for Kids. The interactive carwash display in the "Little Town" exhibit was unveiled November 20 to rave reviews, said a company press release. The DoSeum promotes learning and discovery through exhibits and creative programs, and with the addition of the custom-made carwash equipment the kids will now be driving clean, shiny, dry cars.

For more information visit macneilwash.com and thedoseum.org



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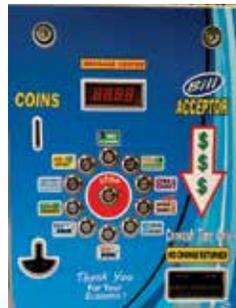
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The Importance of Being Reinvested

By Alan M. Petrillo

Carwash operators sometimes forget about the importance of reinvesting in their carwashes, whether it be in terms of the big things, like equipment, building renovations or landscaping, or softer things, like allocating necessary monetary resources for upcoming expenses. *Northeast Carwasher* examines what it takes to successfully reinvest in a carwash, tapping the experience of several carwash operators and consultants.

Chris Zona, owner of Massachusetts-based AutoWash Technologies and a veteran carwash operator, said there is more to reinvesting in a carwash than strictly replacing or buying new equipment for your tunnel, in-bay or self-serve.

“It’s investing in the equipment to make sure that it doesn’t fall behind the technology and that it’s up to date,” Zona observed. “It’s also about investing in a preventative maintenance program that recognizes the time, labor and cost of replacement parts that goes into it.”

Zona notes that carwash operators can tend to let

equipment maintenance slide, “but then when things break or shut down, they are much more expensive to fix. Reinvesting in your carwash can be as simple as spending a few hours a week doing preventive maintenance.”

Zona recommended that one of the best things an operator can do is to invest in a good POS (point of sale) controller.

“All sales should go through the controller so your books will be squeaky clean,” he said. “If you’re going to sell your carwash, the cash value will go for multiples of six, eight and even 10 times your revenue.”

He noted that there’s no magic reinvestment number.

“You should do what your tax advisor says regarding capital expenditures,” Zona noted. “You can use that to your advantage. We returned 20 percent of our carwash profits back into the business, which worked well for us. We had a good track record with it, but it depends on the individual’s tax situation.”

Zona added that one of the easy elements to overlook is software.

“It’s there in the background and running, but you can’t forget about it and should be thinking about updates that can

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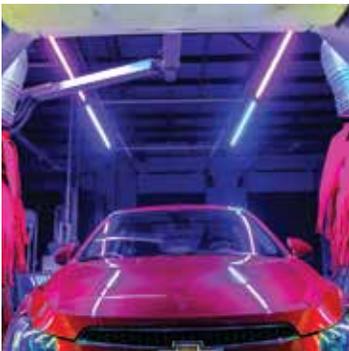
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Being Reinvested ... continued

help your business's bottom line," he said. "Other things are the easy stuff in the tunnel like washing materials and cloth, rollers and other things touching the cars, which are out of sight and mind, and as they wear, they affect the quality of the wash."

Jim O'Leary, owner of Corporate Consultants International (CCI) Inc., in Chatham, NY, thinks there are essentially two camps who see a carwash site from two very different perspectives — the veteran owner-operator and the out-

side investor or investment group.

For instance, when initially considering a carwash for purchase, an existing operator typically heads straight to the mechanical room to evaluate the age and quality of the equipment, O'Leary observed. "They are less concerned about the current financials since they are probably already familiar with the site and what they think the place can do based on location and their own industry experience. Therefore, they are very interested in what replacements or repairs

would need to be made upfront to meet their operating standards."

However, he continued, "A new investor relies much more heavily on the numbers and is typically basing a purchasing decision on the financials, if the site provides a great wash experience, and if there's a buzz or visual appeal about the place. In turn, these approaches naturally influence the ongoing operations decisions once the site is purchased."

What needs to be done to a carwash annually, biannually, or at other time periods to keep it up to date? O'Leary believes that generally speaking, whether for a new investor or existing owner/operator, the basics of keeping current equipment clean and in good working condition is vital.

"Keeping an eye on the current trends for new products can help give an edge in the market, but nothing beats making sure that your wash delivers a clean car and a positive customer experience and that means regularly scheduled maintenance checks according to the recommendations of your suppliers and vendors, he pointed out.

But what type of reinvestment will give an owner the best bang for his buck if he decides to sell his carwash?

"For a current owner, keeping in mind who might be the typical buyer for their site down the road can help determine what type of reinvestments would pay off when eventually deciding to sell," O'Leary said. "An existing owner/operator looking to expand their footprint will place value on the equipment and mechanics, while showing solid financials and having a local buzz about the place will be very important to outside investors."

He said he often speaks with owners who are considering selling their site within the next year or so and helps build a plan that gets their business ready to take to market for the appropriate type of buyer.

"For some potential sellers, we may refer them to a bank that specializes in the carwash industry for a cash flow valuation so that they know the maximum amount the bank will finance," O'Leary

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said. "Having that kind of information upfront can save them time and money down the road if the typical buyer for their site will be using financing. If their business is pre-approved for financing, that can potentially expedite the selling process even more."

For carwash businesses, what percentage of a budget should be allotted annually to reinvestment and for what categories?

O'Leary said he reached out to Jim Eszterhai of Jim Eszterhai Consulting in Oxford, CT, who specializes in operations consulting for the carwash industry to get his opinion from an internal standpoint.

O'Leary said that Jim stated, "Each site has different needs based on age of the facility, its volume, and the condition of its equipment. A new build or recently renovated site will have less needs upfront, while an older facility will require a higher percentage of the budget for maintenance, replacement of parts or repairs. Especially important to include in these routine inspections and maintenance are those parts that are not readily visible, such as your filters, and air and hydraulic lines that run either below in a pit or above ground," said O'Leary. He added, "They will eventually fail at some point, and unless you are monitoring them on a scheduled timeframe, an owner will find out when a piece of equipment finally goes down."

O'Leary noted that, "Those types of equipment failures on a busy wash day can cost thousands more in lost business."

Other things that carwash operators should remember to keep updated include paying close attention to what the customer sees, such as signage and the building itself, O'Leary noted. Is the building in good shape? Is there a letter missing from a sign hanging out front? Is the site clean of debris and overgrown brush or landscaping?

In order for a customer to trust that the inside equipment is clean and maintained, the outside must reflect that same level of meticulous care, O'Leary said. That image also translates to the website or any social media presence, he maintained.

"One of the first things we do when working with a site is review their online presence and customer comments," O'Leary said. "If the business has poor customer ratings, or the website is visually outdated and doesn't function well on a mobile device, they are losing market share, plain and simple." O'Leary added, "With a good website and online oversight, not only is a carwash conveying a great experience already, but it's a platform for up selling new products and offering subscription plans."

O'Leary believes that the hot trend and hot revenue channel that has shot up over the last few years is the unlimited membership.

"Offering an unlimited pass to customers has brought tremendous growth and ROI (return on investment) for carwash owners," he said. "The investment here is really in the ongoing marketing of their site and commitment to advertising. It's often well worth the investment to work with a marketing consultant or

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**DESIGN SUBJECT TO CHANGE

are items like employee uniforms, site cleanliness, landscaping, lighting and signage, Ford said.

“Best-in-class washes will have clear signage, attendants with standardized uniforms and a facility that has clean walls, bright lighting, and properly maintained concrete/pavement with well manicured landscaping,” he pointed out.

Finally, an ongoing maintenance, repair and replacement program will give an owner a solid return on investment during operation, Ford believes.

“When it comes time to sell, the largest payback is going to come from a good accounting system and accurate financial reporting,” Ford said. “So many operators take the short-term view of underreporting income. While reporting lower income saves on taxes in the short term, the lower revenues have a much greater impact on the sales price. Acquisition loans and business valuations are based on cash flow, and with valuations as high as 10+ times EBITDA (cash flow before debt service), the impact of underreporting income can cost a carwash owner four or five times what was saved in taxes.”

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



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New England's Bousquet Puts Family First

The Northeast Carwasher has started a new column with this issue to honor and showcase operators and suppliers in our industry who are exceptional in every sense of the word. Our first honoree is one of the most selfless men I have ever met. He puts his family, his business, his association ties and his community ahead of himself and has done so his entire career. He is honest and forthright, gives everything he does the extra effort, and is a true leader and friend. His history in the industry is long and his impact will be felt for years to come. Thank you for being an icon, Ron Bousquet.

NC: If you hadn't met your wife, Judy, while studying at UMass Dartmouth more than four decades ago, what career do you think you would have ended up pursuing? Do you think the carwash path would have even been a possibility?

RB: I have no idea what field I would have found, however, I do know it would be some type of trade. I always liked working with my hands and trying to make things work.

NC: Tell us about that first day in 1975 when you started working for Judy's father, Tom Rando, at Randy's Car Wash.

RB: Back then business closed at 1 pm on Sunday, however, Tom's self-serve bays were open on Sundays. He would go down to check on them and often I would go down with him and we all know something would be broken and we would fix the problem. Tom would always explain how to fix it, but also how it worked and why it was important. From there I would fill in when needed and when Tom got our Melrose location, I started full time and I really learned the art of washing lots of cars.

NC: When you became the General Manager in 1985, did 10 years under your belt fully prepare you for that 24/7/365 position?

RB: As everyone in a family business knows, you end up doing more and in our industry that means lots more. My job was to visit our four locations checking out the equipment and fixing what needed done and scheduling maintenance. Are people ever prepared for a new position? Tom just let me go and was always there to answer any questions that I had.

NC: Over the years, you have become known as having strong mechanical skills and carwash knowledge. An industry "go-to" guy, if you will. How did that evolve?



Ron and Judy Bousquet were able to get a little time away to enjoy spring training in Sarasota and just happened to find a bar, The Clever Monkey Craft Grill & Bar, that featured a backdrop of their beloved Green Monster, Fenway Park's 37-foot-2-inch high left field wall.

RB: Tom was a farmer in the '40s and early '50s and had to fix all the equipment on the farm and then when he started in carwashing he just always did his best to fix everything himself to save money, but also as a challenge to himself. That was what he taught me, always try and find ways to keep our washes going safely and keep our quality up. Customer satisfaction was also important to Tom and if it was important to him, it was important to all our employees.

NC: You have witnessed a lot of changes in the industry over the last 44 years. What are some that stand out to you?

RB: There are so many, but I think many in the last 10 years are real stand outs. Free vacuums, lower base pricing, advancements in our controller systems, and I think the most important is the consolidation and better training of employees by the bigger companies. That is changing the landscape of our industry.

NC: What have been your biggest challenges, and how have you overcome them?

RB: I think that the biggest challenge that I've had was trying to balance family time and work. Being a family business my wife Judy knew what we were in for. She didn't see her dad much growing up, but one of us always made time to support our kids in whatever they did and are doing.

NC: What have been some of your greatest rewards?

RB: My family!!!!

Ron (center) received the New England Carwash Association's "You Make It Happen" award in 2014. He is pictured with his son Brian, daughter Robin, wife Judy, daughter Nicole and her husband Chris.



There is nothing more important to Ron than his family and grand-kids. This photo was just taken on a Thursday night (family dinner night) to celebrate Ron and Nicole's February birthdays. (left to right) Brennan, Alexis, Stella, Holly and the newest addition Celina.

Ron is an exceptional cook and gathers his closeknit family together every Thursday for their weekly family dinner. Beer can chicken is a family favorite.



Son-in-law Ron Bousquet, Randy's founder Tom Rando and son-in-law John Dunn.

NC: What is your takeaway from 44 years in this industry?

RB: All the GREAT friends I've made with carwash owners, managers, employees and with many manufacturers. Being active in NECA, NRCC, and ICA I have been blessed with meeting many great people through the years, and I hope that we will be able to still stay in touch.

NC: Do you have any advice you can share with a new operator or investor entering the carwash industry today?

RB: The best advice that I can share with new operators and new investors coming into the business is to do your due diligence and contact your local or regional carwash associations and talk to as many operators as you can about the local distributors and ask pointed questions about their response time when you are down. All carwash equipment is good, but your local distributor is the key to your wash's greatness.

NC: What has been your "secret sauce" over these four decades in carwashing?

RB: Hard work and always looking to improve.

NC: Your father-in-law, Tom Rando, who passed away in 2018, was a founding member and president of the New England Carwash Association (NECA). You have also served as president of the NECA twice, represented the association on the NRCC board for 30 years and won numerous awards including the NRCC's Most Distinguished Person, Hall of Fame and the NECA's You Make It Happen Award.

In addition, you have served on the International Carwash Association Board of Directors.

Tell us why being so involved and passionate about association involvement has been so important to you.

RB: When I first started, Tom explained that by going to carwash meetings you can really learn from other operators and improve your business, but you can also make friends for life. I've been blessed by learning many great things by just listening to others at these meeting and by also sharing my own ideas with others.

NC: As a founding member of the NRCC, and active in its evolution for the last 30 years, tell us where you think it is going and what significance this trade show/educational tool has for East Coast operators and suppliers.

RB: NRCC started out as a small table top show with a little education 30 years ago. Today it has grown to one of the best regional shows with lots of floor space a top notch education. The hard work of many people in our five associations has really made the NRCC a great show to attend.

NC: How did you find time over the years to do all that you do with the NECA, NRCC and ICA and still coach Pop Warner and Babe Ruth baseball, softball and be an active member of your Knights of Columbus (4th Degree Knight), Sacred Heart Council and a Chancellor of the K of C, and countless other affiliations, and still run four washes?

Continued...

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Bousquet ... continued

RB: It was a family thing, really. Our kids joined different sports and scouting groups and Judy and I supported them. As you know all these events need help and we did help. Judy and I had a lot of fun and got to know many great people and make great friends who we're still close to. How we did this then I don't know, but I do know we couldn't do it today.

NC: For those of you who don't know Ron, family is everything. He and his wife Judy have two daughters and a son, as well as five grandkids. You still cook a family meal every Thursday night and by all accounts put most of us to shame with your skills. Tell us what that weekly gathering means to you.

RB: Many families in the 70's and 80's used to have family dinners usually on Sundays. When our kids started moving out of the house we started missing them and it was getting hard to keep up with their lives. So we decided to have a family supper night and it came to life. In the summer we cook on the grill, steak & turkey tips, beer can chicken (the kids' favorite). Rainy nights could be chicken, ziti and broccoli, or chicken and eggplant parm, oven roaster, or even turkey. It really is so we can all connect with our growing family and the grandchildren can get together and play.

NC: Do you consider your family your greatest accomplishment?

RB: Most definitely!!!

NC: Do you have any regrets that your children did not follow in your line of work?

RB: At first I did, it would have been great to keep the family business going. However, they had other interests and that is what was really important.

NC: What would you say your biggest disappointment/regret has been?

RB: Not sure.

NC: You faced some health challenges last year, but you tackled the situation head on and with positivity and grace. Has that situation changed you and your perspective on life?

RB: Oh yea, last February during a routine colonoscopy they found something and I was advised to see a surgeon. We went to the recommended surgeon and was very impressed with her. She took the time to explain everything to Judy and I and made us feel less worried. In March I had my surgery and discovered that the mass was bigger than they thought and it was cancer. They also found cancer in some lymph nodes. Just another small bump in the road. Judy and I were advised that chemo and radiation were needed so we started in May and ended in mid-October with everything looking GREAT!!!! I've been blessed. Has this changed my perspective on life? You bet it has. I'm living my life to its fullest and enjoying my family.

NC: At one point there were four Randy's Car Washes (Watertown, Waltham, Melrose and Medford). With the sale of your

fourth and last wash in late 2019, what is in the next chapter for Ron Bousquet?

RB: Enjoying life with my wife Judy and our family! NC

Editor's Note: I have had the honor of knowing this man and serving with him on the Northeast Regional Carwash Convention (NRCC) board for nearly 30 years. I consider him one of my closest carwash associates, but I also consider him a true friend and mentor. He has always helped me put life into clearer perspective and I know he will continue to do so. Thank you, Ron Bousquet, for being you and for all you contribute to this world. And thank you for being my friend.



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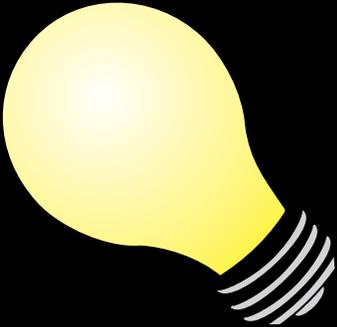
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Talk Internet for Car Washers

Add Some Colorful Lighting To Your 2020

By Erin Noonan

Need help reaching the goals you set for your carwash in 2020? Perhaps you made a resolution to save on power consumption or to reduce maintenance costs and labor? Or, maybe you want to easily give your site a facelift to attract more traffic by enhancing the curb appeal of your facility. If you are on a mission to create a brighter, entertaining and safer place for your customers while cutting back on electricity expenses, consider upgrading your LED lighting in the new year.

Did you know that on average, installing LED lighting instead of traditional fixtures, such as metal halide and fluorescent, can save an operator anywhere from 60-90 percent in energy usage? Not only can you save substantially when switching from a 100-250W fluorescent or HID lamp, but LEDs also provide the added benefit of an extra-long

lifetime, typically more than 75,000 hours, and are virtually maintenance free! What that means is that for every one time you would have to maintenance a quality LED fixture, you would've already had to replace the bulb of its traditional counterpart upwards of 10 times, not including ballast replacements. LED fixtures can last as long as 25 years when operating 12 hours a day! As long as the fixture is engineered specifically for the carwash environment and installed properly, operators can simply check it off routine maintenance checklists with no effort.

In addition to putting time and money back into your pocket, LED lighting can also serve as a beacon to lure traffic in to your facility. The brilliant white light increases visibility both from the road as potential customers pass by but also within the wash, providing a better experience for customers who came in hopes of leaving with a shiny, clean vehicle. LED lighting has also been proven to establish a sense of security compared to darker sites and as such, the hours in which cars



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can be serviced are extended as well. Increased light equals increased safety, increased productivity, increased satisfaction, increased volume and in turn, increased profitability.

Add a Pop of Color

Currently, one of the biggest trends in the carwash industry is to incorporate colored effects to create dramatic lighting shows synchronized to the various cycles throughout the washing process. By adding pops of amber to backlight a foam lava curtain, green to make soap dispensing glow, blue during the rinse waterfall and red to simulate heat during drying, you are able to appease the senses of the customer and keep them engaged throughout each stage of the wash process. The perceived value of the wash is greater as is the likelihood of returning for a repeat experience after they are wowed by their initial transaction. By simply upgrading the lighting and incorporating color effects, you can instantly have a positive impact on your brand, the overall customer experience, increase traffic and also increase spend per car.



Make your wash come alive and provide customers with a lasting memory, all while saving on energy and maintenance costs, simply by upgrading to LED lighting. **NC**

Erin Noonan is the Director of Marketing for G & G Industrial Lighting in Clifton Park, NY.

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Free Versus Paid Vacuums

The Free Vacs Trend Continues to Have Legs

By Alan M. Petrillo

Two years ago, the *Northeast Carwasher* took a look at the industry's offerings in terms of vacuums, contrasting the use of free vacuums versus metered vacs. Here's what's been happening since then, and what operators see as vacuum trends for the future.

One of the biggest proponents of free vacuums among the East Coast states is Tom Hoffman Jr., chief executive officer of Hoffman Car Wash in Albany, NY, who has expanded free vacs to seven of the company's 21 locations.

"We find free vacuums to be successful at all the locations we've installed them," Hoffman pointed out. "That would be at our Amsterdam, East Greenbush, Troy, Saratoga, Binghamton, Vestal and Hudson express exterior carwashes. Those locations with free vacuums show improvement in traffic and sales over the prior year."

Hoffman said that going forward with the express exterior carwashes that Hoffman plans to build, "we will have free vacs at all of them."

He noted that Hoffman location 22 in Latham, NY, is under construction, and that the company recently received site plan approval for number 23 in Utica, which will have a conveyor, three in-bay automatics, two self-service bays and a dozen free vacuums.

Gary Baright, owner of Foam & Wash Car Wash in Wappinger's Falls, NY, has an express exterior conveyor, self-service bays and an in-bay automatic at the site. He also has the ability to offer what he called "a hybrid system," where he offers free vacs to his unlimited customers, but not others.

"We have a meter box with a validator and credit card reader, and a keypad," he said. "The unlimited customer would put in their four-digit code while others would swipe a credit card and hit a stop button when they are finished."

Baright said he's not using the free vacs system yet. "My concern is if everyone goes free, then there is no value to vacuums," he said. "I don't disagree with free vacs in the right market, and for the right carwash, but for a smaller upstate New York community like we serve, we need to be as efficient as possible with our carwash."

Bob Katseff, owner of Turnpike Carwash in Peabody, MA, has an express exterior wash and self-service bays with 16 free Vacutech vacuums, and five coin-operated vacuums for after hours use.

"I think free vacuums attract customers, but they can create a customer who only wants to vacuum," Katseff pointed out. "I



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Foam & Wash paid vacs at their Newburgh, NY, location.



Turnpike Car Wash's free vacs in Peabody, MA.



Free vacs at the Hoffman Car Wash location in Saratoga, NY.

think free vacuums for customers who pay for a carwash may be a better model than simply free vacs. It might alleviate some of the congestion you get with free vacuums. However, you also can allow unlimited customers to use the vacuums without first going through the carwash.”

Katseff noted that operators have to consider the lost revenue when switching from paid vacs to free vacs.

“Besides the lost revenue, which you have to make up elsewhere, an operator has to consider the major capital investment that comes with installing free vacuums,” he said. “There are so many different ways to operate a carwash in our industry, which is especially true of the express model. They are all right, depending on what’s right for a particular operator and the expenses he incurs.”

Fred Grauer, executive vice president of new business development for Vacutech, which was sold last year to National Carwash Systems, believes there are three things an operator cannot skimp on when building a new carwash.

“First is a vacuum system that performs at a high level to constantly exceed customer expectations,” Grauer said. “Second is to get the best conveyor out there, and third to install the best point-of-sale system.”

Grauer owns the 95th Street Carwash and Detail Center in Lafayette, CO, an express exterior flex-serve facility that has eight



Free vacs at the Hoffman Car Wash location in Troy, NY.

vacuum positions for flex-serve customers, and 20 free vacuum stations for others. (The site has been featured in this magazine.)

“The design of the vacuum lanes is very important,” Grauer observed. “They should be 12 to 12-1/2 feet wide to allow the customer room to move around, and for every five cars you wash an hour, you need one free vacuum station. If you don’t have room for that, you should add some paid vacuums to supplement them.”

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

Can the Science of Happiness Impact Your Bottom Line

By JoAnna Brandi

When customers love doing business with you, they come back more often and they tell their friends — that impacts your bottom line. So, when it comes to customer loyalty we usually think about things like “frequent user” programs (buy five and get one free), refer-a-friend programs and things like senior discounts. But I’m guessing that most people don’t think about delivering more happiness. Yes. Happiness.

A culture built around happiness pays.

I wonder why? Maybe it’s because many people perceive happiness as something “soft” and unimportant to other business outcomes. But science — and business — is finding out something different. **A culture built around happiness pays**, so much that happiness has become a significant Key Performance Indicator (KPI) in business today and can be measured and managed over time to produce stunning results, all of which in some way impacts your customer’s experience.

When people feel happy at work they’re creating more posi-

tive emotions. Science now tells us that positive emotions serve an important purpose — to build and broaden our capacity to create solutions!

Jim Sinegal, Costco’s founder says his mission is to keep his employees happy. Sales go up for happy, optimistic salespeople and anyone else who touches the customer. On average, sales increase 37 percent when a sales force is happier. And sometimes more. Happier Costco employees sell 200 percent more than Walmart’s!

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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
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and others. Nine out of 10 people report that they are more productive in the presence of positive people! And in a company practicing happiness at work that translates to a 31 percent increase in productivity. That means work gets done quicker, customers get served sooner, and the sense of accomplishment people have spills over to others.

Innovation helps people create solutions for customers. And studies show happier companies have 44 percent more retention. This keeps people in place and keeps relationships with customers solid. Absenteeism rates in happy cultures drop by 41 percent making it easier for customers to be assured someone will be there to help when they need it.

A Glassdoor Economic Research Report discovered that each 1-star improvement in an employer's Glassdoor company rating out of 5 is associated with a 1.3-point increase in customer satisfaction.

But that's not all. When they focused only on sectors where customer facing employees have the most direct and frequent contact with customers, like retail, food services, etc. they found the effect of satisfied workers is more than twice as strong. Each 1 star higher Glassdoor rating predicts a 3.2 points higher boost in customer satisfaction. That's a powerful statement about the power of increasing positivity at work.

Employee happiness at work might impact your customers' experience.

When we measure happiness at work we measure eight different components in the employee's experience. Every one of them have some effect on their ability to take care of your customers — externally and internally. Let's take a look at what they are and how they might *impact your customer's experience*.

- The practice of happiness at work helps employees have **healthy engagement**. A 5:1 positivity to negativity ratio of emotions builds resilience, adds “energy gains” to the day and gives people more energy to work on behalf of your customers. Happy people have 65 percent more energy than unhappy ones.
- When companies practice **Positive Leadership** they give employees both autonomy and control. It gives them the power to take care of issues and become problem solvers for their customers.
- When people have a sense of **purpose** they are inspired to contribute to something larger than themselves. That helps them bring the best of themselves and their personal values to work — and to their customers.
- When people have the opportunity to experience **pleasure** at work it makes the experience more fun. Celebrate them often and they are more likely to pass those good feelings along. After all, emotions are contagious.

- Inner and outer recognition is key to making people feel important and valued. People who feel valued help customers feel valued as well. Positive leaders are skilled at giving feedback based on strengths, and learn to use an employee's strengths to build customer relationships.
- **Experiences at work** – Nothing is all positive, nor should it be. But making sure that the number of positive experiences outweigh the negative is a critical component of how we want to manage in a positive culture. Mostly good or great experiences at work? Guess who that benefits? Of course — your customers!
- Today we realize that **social support** is critical to an overall sense of well-being at work and in all areas of life. Having friends and support at work adds to the depth of your employee's experience. People in workplaces where they feel guided, supported and cared about have the qualities they need to support their customers.
- When we create a culture of trust, employees feel safe to explore and improve themselves. That helps them know they can grow. **Growth** is critical to keeping employees and keeping them happy.

As the younger two generations become a larger percentage of your workforce, they will be looking for signs that you provide a happy environment for them to grow in. Happiness is now being measured as a KPI because an employee's happiness is an indicator of the business results you can expect. It seems that the happier the culture, the happier the customers.

You might argue that it's not your job to make your employees happy, and I'd agree. But it is your job to create a culture and a leadership team that is focused on what's right and what's strong way more often than they are focused on what's broken and wrong. By increasing positivity five times more than negativity in your culture you are contributing to your own high performance and your customer's positive experience! **NC**

JoAnna Brandi is speaker, author, consultant and a Certified Chief Happiness Officer and Positive Leadership Coach. She works with companies who want to create “Exquisite Customer Care” and happiness in their companies. She has a strategic partnership that allows her to offer Happiness as a KPI research along with her speeches and workshops. You can find her at 561/279-0027 or www.ReturnOnHappiness.com and you can find her online leadership course at www.PositiveEnergizer.com where you can get a free assessment to see how well you are energizing your team!

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JoAnna Brandi

Dear Venus and Mars,
What do you do to keep your staff, and yourself, motivated at the wash?



Heather Ashley

Venus Says

For years, both Mike and I have been self motivators. However, with the addition of a few employees here and there, we have gotten creative as we try to retain and encourage others. I imagine it will grow harder to motivate upcoming generations so we are eager to hear more ideas.

As multiple business owners, we subscribe to routine and schedule for our personal motivation. Actually, our homelife runs that way as well. Our carwash and Laundromats are within an easy 40 miles of each other. We preform a loop daily checking each business as we go. In general, we try to lay eyes on all businesses by noon daily. There is some variation to our pattern for safety, and some rare days we start our loop late in the day.

We use checklists for ourselves as well as our employees. There is a checklist for everything from general maintenance of equipment to walking around the property checking for tampering. It is satisfying to check off work as it is done. Some of our checkoff lists are wipe off, but others are on paper and kept for long-term records.

We motivate our employees with lunch sometimes. This is especially true if we are out jointly working on something together. The reward for good effort and hopefully success is lunch. While it could be just chilli dogs at a gas station, we often take them to a local country store that makes sandwiches to order. They have just a couple of tables and one newspaper to share. We have even motivated our vendors (who are reading this article) by taking them there. It is an experience you just cannot get everywhere.

We even try to motivate our customers with music. The local radio station is usually playing in the background of the bays. We have considered creating a CD with certain songs, as well as a voiceover giving a message about our wash. If we

Mars Says

Motivation is always a tough thing in this business with all the peaks and valleys we experience. When things are good and the wash is busy it's usually not a problem. Money motivates most people so when we're busy everyone is making money and that usually keeps them in the game. It's the slow times that are the most difficult, especially when we get long periods of bad weather like we experienced this past winter.

For myself, it's really not a problem getting motivated. During the busy stretches I enjoy keeping things running smoothly. I like to always try and maximize volume and coming up with new ways to do that keeps it interesting. The anticipation of a busy day has always been like a natural high for me ever since I started in this business many years ago. In my head, I plan out a strategy on how I am going to staff, making sure all chemicals are fully stacked and many other little things fall into line to ensure the day goes as smoothly as possible. Doing this stuff in advance can almost ensure that on a busy day profits will be maximized.

For my staff on these busy days I like to give them goals. For my loaders usually it's based on car count. If they hit their goal there will be some type of bonus or reward involved. For my greeters, it's based on sales. On those peek days you see a lot of non-regular customers and that is the time to try and get as many new unlimited wash club memberships as possible. If they hit or exceed their goal, there is some type of bonus or reward involved. I also give pep talks before a busy day just going over what is expected, safety procedures, etc. and try to ensure as smooth a day as possible.

During the slow times motivating myself and my crew is a little tougher. It's easy to get down when you experience a very slow season. For me, I use this time to think of new promotions. My partners and I are always discussing new ways to bring in



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.the-carwashblog.com. Paul Vallario operates Westbury Personal Touch Car Wash in East Northport, NY, and is the President of Urban Avenue Carwash Distributors and Consulting. You can reach Paul at iwashcars@optonline.net.

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

had our employees help pick some songs, that would be a great motivator to some.

If everything has its place, it is easier to maintain. Having gadgets like label makers and sign-making materials helps motivate everyone to organize and keep everything in its place and clean.

We do phone call checkins and personally call every day at about 11am and then at 3pm to check on how the day is progressing. While we as owners see this as a motivator, I suppose that may not be true for everyone. It does at least help pace the day and you do look forward to sharing all that has been accomplished or report what has not gone so well.

Finally, we have considered radio spots and commercials. What better way to motivate than to have employees and maybe even customers generate good ideas for commercials. **NC**

Mars ... continued

business. We try and get creative with our specials and use the slow times to brainstorm.

I also like visiting other carwashes. Whenever I go away I like to stop in and see at least one carwash. I almost always walk away with at least one new idea to try at my locations. Seeing a well-run, successful carwash can really get me motivated.

It is a little more difficult to keep staff motivated during long stretches of bad weather, however. We try to implement our creative specials mentioned above during these slow times. We get a little more aggressive with the specials and in turn it usually results in higher sales. Even though the car counts are down, the ticket price is higher than average and that results in more commissions and tips for the staff. And in the long run, we usually gain long-term memberships and get new customers during these times, which help the staff, management and ownership over time.

It is a tough business with all the ups and downs. And with all the challenges we face today, especially with the ever-increasing cost of labor, it is easy to lose motivation. But there is so much that this industry has to offer that you just have to be willing to put the time in to learn it and have a lot of patience. I have been involved in this industry for 34 years now and every day I learn something new. That in and of itself keeps me motivated on a daily basis. **NC**

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Signs of the Times

By Doug Rieck

Carwash tours are extremely instructional, especially in other states. The south seems to be a little ahead of us in the way they wash cars, primarily because of population growth, new suburban areas and new large-scale carwashes to serve the unwashed masses. One of the concepts that I brought back, and have implemented with fervor, is tremendously more aggressive disclaimer signs.

When I started washing cars, we had just come out of the stone age. We were 100 percent all cloth, proud of it and, yes, we had damage claims. Cloth was the way to clean and the gold standard, but it did come with baggage. Lots of baggage. Power antennas, in particular, if left up, or inadvertently raised by the owner during the wash, were often damaged. I always planned on spending money on claims, and repaired, in house many power antennas. There were one or two area body shops that were helpful. Since then, life has improved considerably. The new standard is foam, much better brush controls, computers and the elimination of most antennas. Damages still happen, but the game has changed. A simple claim today, though, is not simple and very expensive.

There are a lot of reasons for the change. Customers are a little different today, cars are a lot different, and body shops and repair facilities will not discount and want top dollar. Prior to my new signs, last summer on a Jeep product we washed off a rear taillight. The customer, unbeknown to me, ordered the part at a local dealership. I intervened, the parts department knew me and rewrote the invoice providing a \$100 discount on the plastic part, plus I saved another \$150 on the labor installation charge. Installing the part took me five minutes. This was a happy outcome, but not always the norm.

I have no idea what the legality of a disclaimer sign is for a customer. In our society, you can sue anybody for just about anything. What a disclaimer sign does do is to indicate that you are serious and hopefully weed out the frivolous, stupid claims.

I have pictures of three different versions through the past 15 years of disclaimer signs. The first was from about 15 years ago and has "Customers are Responsible for...", and a cute smiley face and "Thank You."



The middle sign is about seven to eight years old and more aggressive. It has a bold "STOP" at the top.

My new sign is formatted as a legal notice, and I use two sizes on property. The language is broader and adds an important line: "Not Responsible for Vehicles Over 7 Years Old."



These signs show the evolution of disclaimer signage at the wash with the hope of deterring claims.

This last age restriction is important. The mirrors and trim on all cars are plastic and glued on, and press fitted in place, with a finite lifespan. I am not saying that we don't want to wash older vehicles, we just cannot rebuild them piece by piece for the price of a wash. I'm not against paying for some claims on newer cars, when warranted, but only on an individual basis.

On my last carwash tour, I saw two washes that had signs saying, "Not responsible for Jeep Wranglers." My carwash is at the shore and we just wash too many Wranglers to make that statement.

In New Jersey, many high-end dealerships offer a free carwash with service. What is fascinating to me is finding language on the service invoice stating that they are not responsible for any damage while "Rinsing" the customer's car. I saw this at a prominent BMW dealership. (see image pg. 37)

16709 Programmed control units 0.00 TOTAL LINE E: 0.00

 F INSPECT REAR WIPER , PROVIDE ESTIMATE
 TELLUS TELL US MORE ABOUT THE CONCERN WITH YOUR
 VEHICLE
 109783 CW
 1 61-62-7-407-273 WIPER BLADE:618021 15.90 15.90
 PARTS: 34.75 LABOR: 15.90 OTHER: 0.00 TOTAL LINE F: 50.65
 16709 Replaced rear wiper

 G LOANER CAR REQUESTED AT APPOINTMENT
 L LOANER CAR REQUESTED AT APPOINTMENT
 109783 ISLC
 PARTS: 0.00 LABOR: 0.00 OTHER: 0.00 TOTAL LINE G: (N/C)

 H MULTI POINT INSPECTION
 MPI MULTI POINT INSPECTION
 109783 ISPB
 PARTS: 0.00 LABOR: 0.00 OTHER: 0.00 TOTAL LINE H: (N/C)

 I COURTESY RINSE- [REDACTED] is not responsible for any incidental
 damage that may occur while your vehicle is being vacuumed or
 rinsed including but not limited to: tears, scratches, dents,
 etc.
 CAUSE: WASH
 WASH COURTESY RINSE- [REDACTED] is not
 responsible for any incidental damage that
 may occur while your vehicle is being

DESCRIPTION	TOTALS
LABOR AMOUNT	
PARTS AMOUNT	
GAS, OIL, LUBE	
SUBLET AMOUNT	
MISC. CHARGES	
TOTAL CHARGES	
LESS DISCOUNT	
SALES TAX	
PLEASE PAY THIS AMOUNT	

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On my signage spree this fall I added a "Truck Bed Cleanout" sign. At the shore, pickup trucks are rather popular. We really look hard and check every bed, and this sign has helped a lot. We look warmer, friendlier and it controls open-bed pickup customers better.

My tunnel carwash is a mix of equipment ranging in age from six months to 15 years old. We try to keep up with maintenance, but like many fall behind at times. In the past 10 years, any equipment coming in is electric not hydraulic. I really, really prefer electric. There's nothing wrong with hydraulic, just that

the basket on the top brush looking for leaks. Our overhead lines are a mix of 30-year-old Schedule 80 black iron Synflex tubing and of course rubber whips. The problem is that with water-based fluid, leaks are very hard to see.

The answer was found in a UV glowing water-based dye that is compatible with hydraulics. We put in an ounce or two in each powerpak. Then we took the blacklight flashlight. The leaks glowed a bright green. They turned out to be in several Synflex runs. One was a bad JIC fitting, the others pin holes in the tubing. Not a single leak in the Black Iron runs or the new whips. The dye is Spectroline Water Glo 802-P. I bought both the Dye and a small handheld UV flashlight on AMAZON. The dye was about \$80 and the flashlight about \$10. Within two days after the dye, leaks were gone.



Another very scary use for the UV flashlight is shining it on your toilets. Urine and protein glows. Disgusting, yes, but the toilet is squeaky clean now.

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

with VFD's now electric is simpler and works very well. That said, I still have a lot of hydraulic brushes in service.

Many years ago I shifted to water-based fluid, which has its own issues, but beats cleaning up oil spills. The past three months have been a never ceasing nightmare of minor hydraulic leaks that metastasize into bigger ones. Since it is water based, the only issue is the cost in leakage. Gallons a week at the worst. We have been changing out fittings, changing whip hoses, replacing motors and all we managed to do was to slow it down and hundreds of dollars in whip hoses. Three times we removed

Save That Bay!

By Gary Sokolowski

How many times have your bay doors or the equipment in those bays been stuck by an oversized vehicle? Don't worry, you are not alone if you must stop and count. For years we have put up hanging signs with pretty decals stating the bay height limits. We have also watched video after video of people driving into our washes with oversized vehicles and hitting those signs and damaging our bays and equipment. All it takes is one oversized vehicle on that Friday afternoon on the busiest weekend of the year to close your bay because they hit and damaged the equipment. Sometimes, things get patched back together to make it through, but more and more the damage requires extensive repairs and time to get the needed parts to fix all the damage, leaving that bay closed for days if not weeks. It seems just after these incidents happen everyone jumps up and down about keeping those oversized vehicles out of our bays. Then, we hopefully get the insurance settlement, cool off, get new decals and hang the same piece of plastic pipe up swinging in the air from a chain.

How about doing something to keep these vehicles from hitting the door and keeping them out of the bay? This can be

done in a few different ways and I'm sure there will be more intuitive and integrated solutions in the future. The question is always, "What if I damage their car?" The answer is simple. They will damage their car if they hit your door or your equipment so, the result is the same for the customer. The real question should be, "What if that oversized vehicle never got the chance to run into that door or damage the equipment?" That answer is even easier to answer. You stay in business and keep your equipment running.

Here are a few basic ideas and ways to keep your doors, bay equipment and business running.

With systems using an auto cashier to collect their payments and allow them into the wash bay putting in two clearance bars is the most effective way to keep them out of the bay. One of them gets mounted before the auto cashier that is similar to the typical hanging sign that they will hit. It will make a noise and hopefully get their attention to check the clearance on their vehicle. If they do not notice or do anything about hitting the first sign, the second sign should be integrated with the equip-



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ment in the bay by putting it out of service and closing the entrance door to keep them out of the bay. Then the fail-safe third sign/bar should be attached to the frame of the door, anchored into the building, so the vehicle cannot enter the bay. This is one of the only ways to not damage any of the equipment in the bay. If you do not have an auto cashier and collect money before letting vehicles into your bay, or have self-serve bays that allow customers in without having to stop, use one or two of the above ideas to protect you wash.

We all know that moment when a vehicle damages something and the person responsible shrugs their shoulders and states, "I missed that one." Using fixed clearance bars will take the responsibility away from employees and make sure your building and wash stay safe.

Many bays have 10' high door openings with doors that only open 8'. In these cases, at minimum, a bar should be put across the door opening protecting the door if nothing else. The same is true for bays with no wall or building at all where the door opening goes to the ceiling. A bar should be installed to protect the equipment inside the bay.

The question seems to always be liability. If a clearance bar is installed is it the driver or the bar's fault it was hit? It would seem to be obvious that protecting a building or business from

damage is certainly within the rights of that business owner. The other alternative is to do what we have been doing forever. Let an oversized vehicle at random hit and break your equipment causing costly repairs and loss of business. Sometimes, a customer will report they did damage to your facility (but not very often). Most of the time, we rely on video and report the issue to the police or contact the customer directly and hope that they have insurance and if they do will it truly cover the loss? Look at what you are currently doing to protect your bays and turn thoughts and ideas into an action plan and make your bays safe from unneeded damage and loss of business. **NC**



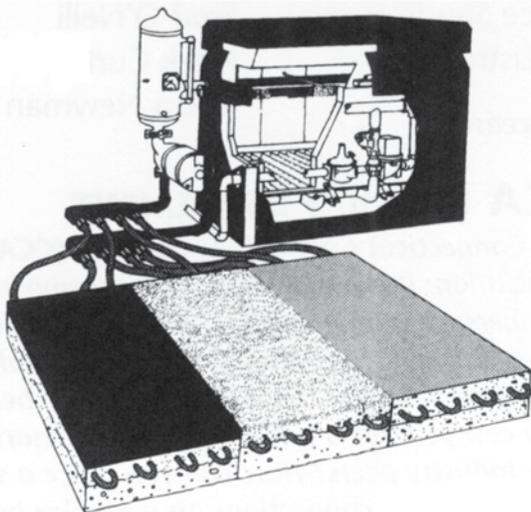
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Working with Different Microfiber Towels

By Valerie Sweeney

By now, almost every carwash or detail center uses microfiber towels somewhere in their operation. Microfibers are so well loved since they are lint free, very absorbent, and you can wash many of them at one time in the washer. Microfiber towels dry super quickly, and they do not smell when they are damp. They are great! (Except when you accidentally wash/dry them on high heat — then they don't work anymore).

There are many opinions as to which style of microfiber towel works best. Based on conversations with customers, I will tell you it's really a personal preference. What one operator loves about a particular style of microfiber, another may not. Let's take a look at some of the different types out there, and look at their pros and cons.

Construction

Some washes swear they can only have cloths that are 80 percent polyester, and 20 percent polyamide. Others say, no, only 70/30 cloths work. After years of be-

ing in the industry and talking to numerous people, there isn't a huge difference in performance between an 80/20 and 70/30 microfiber. They both work very well. The polyester helps with the cleaning and scrubbing features of the cloth, while the polyamide is what helps it be absorbent. The actual quality of the cloth plays a larger role in the performance, so sometimes you may think that only an 80/20 works, or only a 70/30, but it might just be due to the quality of the product that you are using.

Thickness

Microfibers are measured by their gsm "grams per square meter." Microfibers for the car care industry typically range from 200 gsm up to 400 gsm, but there are even thicker, heavier towels out there. As the gsm rises, the cost of the microfibers will also increase. The thicker microfibers can absorb more, but remember that microfiber can absorb about seven times its weight, so if you start with a heavier towel it can become fairly heavy by the time you are done using it. The sweet spot for carwashes seems to be somewhere in the 250-350 gsm range, but once again, personal preference could dictate otherwise. For example, some washes like the lightest ones, especially since they work well but cost less. You just need to change out your towels more frequently. The lightweight ones are good for any locations that let their customers use or borrow a towel. If they "forget" to put it back, then the monetary loss is not as great. On the opposite side, some high-end detailers and washes want super thick and plush microfibers. For most places somewhere in between is what appeals to the masses.

Style

The most common style is "terry" style microfiber. It's the style you think of when you think about microfibers. It has a high, soft pile, and while it is much different than a terry towel, it is the closest

style to a traditional towel. Terry microfiber is extremely versatile, and really can be used anywhere in the carwash. Larger sizes, measuring typically between 15" x 24" and 16" x 27" make great body drying and wax removal towels, while smaller sizes are ideal for detail and windows. Terry style microfiber is available in a variety of sizes, colors and thickness.

The waffle weave style microfiber towel is also very popular in the carwash industry. Waffle weave microfiber has a dimpled "waffle" look. Many carwashes swear by waffle weave microfibers on glass, while others feel that they work the same as the terry style. Again, it is all about personal preference. The waffle weave also can feel more bulky in the hand, which some people like. This style can trap a lot of water because of the ridges, so it also makes a great general towel. Other people who use waffle weave feel that the ridged texture helps to better clean raised dirty surfaces such as bird droppings.

Other styles include glass cloths and suede microfiber, both of which are not as popular in the car care industry as terry and waffle weave. Non-woven microfibers, or limited use/disposable microfibers, are typically used as courtesy towels for customers.

Lastly is color, which is absolutely a personal preference. Color is used primarily as a way to promote the color scheme of the wash, or more commonly to denote a specific task for the product, e.g. blue for body drying, green for detail, yellow for windows. Whatever you choose, the most important factor is what works well for your operation. If you are happy and your customers are happy, then you've chosen the right towel. **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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Alex Hedman, Simoniz USA, Pittsburgh, PA

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PAST PRESIDENT

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2020 MEMBERSHIP APPLICATION

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To join, please complete this application and mail it with your check made payable to:
Carwash Association of Pennsylvania.

Name _____

Co. Name _____

Mailing Address _____

City _____

State/Zip _____

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Fax _____

Email _____

Member Category (please circle one)

\$195 Single location operator

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

PRESIDENT'S COLUMN

The start of any new year brings with it change, new beginnings and advancements. 2020 is not only the start of a new year, but also a new decade. For many reasons, I anticipate this to be a great year of growth and change for the carwash industry as a whole.

While it is always bittersweet to close the chapter on a passing decade of fond memories and fine accomplishments, I know that 2020 stands only to present more opportunities and yield greater outcomes for the carwash industry in Pennsylvania and beyond.

And we want you to be a part of this!

This year, the Carwash Association of Pennsylvania (CAP) is again planning its annual calendar of events that includes something for everyone — no matter what you like or where you reside. Our annual dinner and tabletop show will again take place in early June in Grantville. Our baseball outing will take place in July/August in Altoona. And our golf outing will take place in September in Carlisle. Specific dates will be confirmed soon, so please stay tuned in to our communications, visit our website at www.pacarwash.org, or email executive-director@pacarwash.org to receive updates. We really hope to have you join us at one or all of these events — families and spouses are always welcome!

If you are not a current CAP member, we invite you to join our growing network of operators and vendors from across the Commonwealth. We have hit the ground running in 2020 with plans to invest even more resources into our membership this year, resources that will help both operators and vendors better connect, collaborate and contribute to our industry. Please visit us today at www.pacarwash.org to learn more and get involved.

It is with great pride that I say that the carwash industry is truly a community — if not a family — of helpful and generous individuals. This year, some of us will enter the industry while others will exit, some of us will grow or expand, while others look to downsize or sell. The common denominator is our passion for serving others, in whatever form that may come. Thank you all for serving our industry well and being a part of this very special community.

Best wishes for a strong start to the new decade!



Keith Lutz

Carwash Association of Pennsylvania President

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 Contact: Suzanne L. Stansbury, Executive Director

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- J.J. Listro Paul Ferruolo
- Tracy Tom Mathes
- Dwight T. Winter Daniel Petrelle
- Anthony Setaro
- *Deceased Joe Tracy

CCA MISSION STATEMENT

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

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PRESIDENT'S COLUMN

Is it really spring? With the good and the bad of the winter of 2020 behind us, it's now time to focus on making our spring season the best it can be and making our washes look like new.

It's always best to take a fresh look at our facilities after the grey haze of winter is past and get down to business. Make sure your wash is spotless and ready to tackle another season. Although this is not an easy task after winter washing — get it done. We are, after all, in the business of clean and we need to look the part 24/7/365. It's our job and our responsibility to our customers. Would you want to pull into a grungy-looking wash with the obvious wear of winter?

I make a check list and chip away at it until my wash is sparkling. There's no magic potion; just elbow grease and the desire to put your best foot forward. Remember, your customers deserve it and demand it.

It's also a great time to do a reset yourself and lay out what your goals are for the remainder of 2020. Maybe the goals you had in January have shifted. That's ok. The key is being flexible and determining what will bring you value and profitability moving forward. I've learned over the years that striking a balance is the only way to survive. I'm still working on that, by the way, but it's always a goal and one I hope to achieve. I know it takes hard work and dedication and I'm up for the task.

Make Some Friends!

Over my many years in this business, however, there is one constant that has helped me weather many storms, both personal and professional, and that is my group of carwash compadres. Do not undervalue the importance of having friends in the industry. Once you have a few, they are always there to help out when something breaks in your tunnel or bay. They are there to share the great washing times (still waiting for those!) and the bad. They are there to bounce ideas off of and they are there to tell you when you're nuts. I'd like to thank them (and you know who you are) for being my silent partners in life and carwashing. If you don't have any, a great opportunity to make some is at our annual golf outing/meeting, Wednesday, August 26, at Fairview Farm Golf Course in Harwinton. You can also meet and interact with great operators at the Northeast Regional Carwash Convention (NRCC), October 5-7, at the Atlantic City Convention Center. To learn more about both give our Executive Director, Suzanne Stansbury, a call at 800/287-6604 or visit wewashctcars.com or nrccshow.com. I will definitely see you at both events and if I don't know you, I hope to soon!



Bob Rossini
 CCA President

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Kenneth M. Gustafson, Sr. Scholarship Program Enters 16th Year



In 2004, the Connecticut Carwash Association's Kenneth M. Gustafson, Sr. Scholarship Award Program launched honoring the association's first president. Sixteen years later, it is the longest-running scholarship program in the Northeast, and one other association has modeled their programs after. "The scholarship program is a great way for our association to provide much needed funds to the hard-working kids in this industry to help offset the incredible costs of a secondary education," said CCA President Bob Rossini. "This



member benefit is a real opportunity for many to help defer the cost of college."

To date, the program has awarded \$31,000 in scholarships and has been spearheaded by Mr. Sparkle's Paul Ferruolo. In 2019 three scholarships were awarded. "If you have college-bound students, or kids already in college who work for you, let them know about this program

and encourage them to take advantage of it," said Ferruolo.

He suggested dropping a notice in employee paychecks and posting information on the program in your break room.

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**

The deadline for application is April 3, 2020.

**Applications can be found at
www.washctcars.com or by calling 800/287-6604.**

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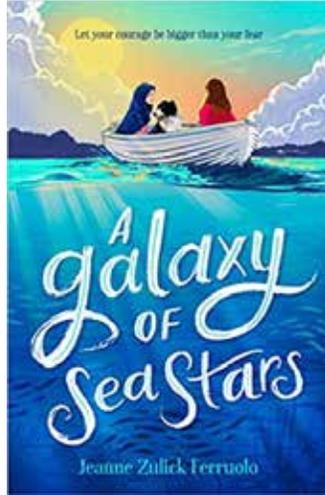
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Author Jeanne Zulick Ferruolo Releases Second Book



Lawyer turned author Jeanne Zulick Ferruolo has released her second middle-grade novel, *A Galaxy of Stars*. The author's second published work is a heartwarming story about family, loyalty and the difficult choices faced in the name of friendship through the eyes of 11-year-old Izzy.

There's not doubt that this latest novel will be as well received as her first one, *Ruby in the Sky*, released in 2019. Congratulations to author Ferruolo, who also just happens to be married to Mr. Sparkle's Paul Ferruolo. Any chance a future novel might include a carwash?



A Galaxy of Stars and *Ruby in the Sky* are available at [amazon.com](https://www.amazon.com)

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CCA GOLF CLASSIC REGISTRATION FORM

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**WHO ARE THE OTHER GOLFERS IN YOUR FOURSOME?
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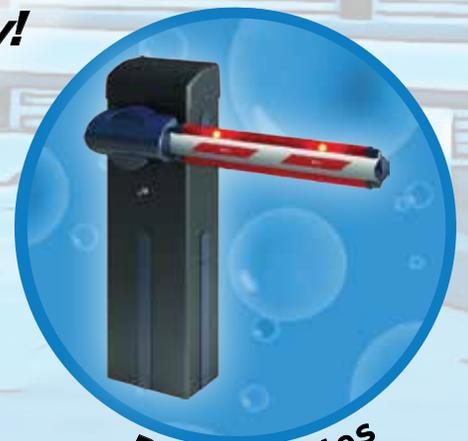


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2020 General Assembly Session Begins



By P.J. Cimini

The General Assembly started the 2020 General Assembly session on February 5 that will run until May 6 and lead into an election season that will see all state Senate and all House seats up for election.

Below is a quick overview of some of the issues and policies affecting the Connecticut Carwash Association (CCA) that have already been discussed or introduced this session. As always, we continue to monitor all new legislation and will provide updates on any new proposals that may affect members.

Coin-Operated Sales Tax

As in previous sessions, we expect one major issue for CCA this session will be legislation regarding a sales tax on coin-operated machines. We will be pushing again to have the Finance Committee raise this issue in the 2020 General Assembly session. Once we know that status of the legislation we will be meeting with Committee staff and State Legislators to advocate for the legislation. We will

be reaching out to the CCA members to attend those meetings and participate in the public hearings. We will provide updates on this important initiative as the legislation moves forward.

Training Standards For Road Salt Applicators

The Environment Committee introduced legislation to help mitigate the effects of sodium chloride contamination of private wells and public drinking water supplies. A public hearing on the proposal was held February 21.

In his 2020 budget recommendations, Governor Lamont recommended the establishment of a Safe Drinking Water Council with a goal of reducing the impact of per- and polyfluoroalkyl substances (PFAS), including the replacement of firefighting foam that uses the substance. Lamont spokesman, Max Reiss, also said the Governor is considering a series of executive orders with regard to PFAS contamination concerns.

In the General Assembly, Rep. Jonathan Steinberg, House co-chair of the Public Health Committee, and the co-chair of the Legislature's Environment Committee, Sen. Christine Cohen, D-Guilford, said both their committees expect to be acting on PFAS-related bills in 2020. Senate Democrats also included a proposal to regulate and study PFAS in their pre-session presser on Public Health priorities for the 2020 session.

No legislation has been introduced regulating PFAS as of yet, but we will send out an update as soon as it is.

CT Tolls

Legislation on tolling continues to be a hot-button issue for the Governor and the General Assembly. The General Assembly had planned to go into special session prior to February 5 to put an end to the toll debate, but legislative leadership was unable to reach an agreement for a vote prior to the beginning of the session.

The current bill calls for tolls to be placed on large, commercial trucks with a rating of Class 8 or higher. This would exempt many Connecticut small businesses from paying the toll.

The bill authorizes the Transportation and Motor Vehicles departments to hire a toll operator. The Department of Transportation (DOT) commissioner may establish rates provided they fall within a range of \$6 to \$13 per gantry. E-ZPass® holders would be eligible for a discount.

Governor Lamont has estimated that truck-only tolls would generate about \$180 million per year in revenue for the budget's Special Transportation Fund.

The bill also contains two provisions to guard against any effort by future legislatures to order tolls on smaller trucks or cars.

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The bill orders 12 toll gantries, chiefly at the locations of aging bridges. All of these locations were identified months ago by the Lamont administration as priorities, primarily because they involve aging bridges:

- I-84 at the Rochambeau Bridge between Newtown and Southbury.
- I-84 in Waterbury near the “Mix-master” junction with Route 8.
- I-84 in West Hartford at the crossing over Berkshire Road.
- I-91 in Hartford at the Charter Oak Bridge.
- I-95 in Stamford over the Metro-North rail line.
- I-95 in Westport crossing over Route 33.
- I-95 in West Haven over the Metro-North line.
- I-95 in East Lyme crossing over Route 161.
- I-95 at the Gold Star Memorial Bridge over the Thames River, between New London and Groton.
- I-395 in Plainfield crossing over the Moosup River.
- I-684 in Greenwich overpassing the Byram River.
- SB 85-Age Discrimination

A bipartisan group of lawmakers have expressed support for legislation prohibiting age disclosure on job applications. S.B. 85 would prohibit employers from asking for a job candidate’s age, date of birth, or dates of attendance or date of graduation from an educational institution. An exception could only be made when there is a bona fide occupational need for a certain minimum age, such as a bartender or interstate truck driver.

Governor’s Economic Development Proposals

Prior to the start of the 2020 Legislative Session, Governor Lamont and David Lehman, Commissioner of the Department of Economic and Community Development (DECD) released a package of reforms aimed at retooling the DECD’s business assistance programs.

The Governor is proposing two initia-

tives that support job creation but also ensure taxpayer funds are protected: Jobs CT – a performance-based incentive program for businesses to expand or relocate jobs to Connecticut – and Small Business Express 2.0 – a new phase of the state’s popular program that helps small businesses.

The Jobs CT bill uses an “earn-as-you-grow” approach in which businesses in certain sectors creating 25 or more full-time jobs can retain (or be rebated) 25 percent of the withholding taxes from the new employment for up to seven years.

The Small Business Express 2.0 pro-

gram will focus more of the DECD’s efforts and resources on training, mentorship, and capital access for minority, women, disabled, and veteran-owned businesses, while partnering with the private lending sector to increase capacity rather than compete.

NC

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@csgct.com



P.J. Cimini

As we go to press, State Representative Kerry Wood of Rocky Hill has introduced in the 2020 General Assembly session a bill to repeal sales tax on self-service carwashes. Rep. Wood is fighting to get the bill raised for a public hearing this year. More to follow in the coming months.



General Assembly

February Session, 2020

Proposed Bill No. 5231

LCO No. 675



* 0 0 6 7 5 *

Referred to Committee on FINANCE, REVENUE AND BONDING

Introduced by:
REP. WOOD, 29th Dist.

AN ACT EXCLUDING COIN-OPERATED CAR WASHES FROM THE SALES TAX.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

- 1 That section 12-407 of the general statutes be amended to exclude
- 2 coin-operated car washes from the sales tax.

Statement of Purpose:

To exclude coin-operated car washes from the sales tax.



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Mike Prudente	Gerry Barton
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*deceased

PRESIDENT'S COLUMN

The state of New Jersey has not had a winter this year at the time of this writing. It seems to have been a continuation of the fall with mostly mild temperatures and a lot of rain. Yes, it did get cold a few times to tease, and some road salt was thrown down, but that's it. My childish hope is that if we do get any cold and rain in the weeks remaining, the road crews will be out salting because they need the overtime, and their salt bins are literally full. In honest reflection though, the fat lady has sung.

All the weather prophets in November were baying at the moon and talking about the mega snow and cold coming this winter. The reality in New Jersey has been rather different and the weather pundits are backpedaling rapidly. I'm hoping for the snow lovers that the rest of the Northeast has had a winter. Using Philadelphia as an example, at least three big name area Meteorologists were talking about well over the norm with a minimum of 14 inches ranging well above 26 inches. As of mid-February, a very mild winter and only .3 tenths of an inch was reported in Philadelphia. Most of New Jersey had less than that, which is less than nothing. Enough said, on to the next season. Spring and pollen – I hope!

A real forecast is that there are a lot of great events happening in our industry this spring. This year, Car Care World Expo is early, running from April 6-8. The even better news is that it is in San Antonio. Twice I have been to San Antonio for the International Carwash Association show and it is a great place.

After that on June 3 your association is having its annual Bus Tour. This year the focus is on North Jersey. The Bus Tour Committee is finalizing the choices and arranging a great lunch. Then on August 3 is our annual golf tournament benefiting The Children's Specialized Hospital. If you play golf come on out and play. If you don't, volunteer to help and come on out and have a great day of fun, food and networking. It is always an exceptional day on a superior golf course benefiting a great charity.

Your board has been trying to increase the value of your membership in new ways the past few years. At our February meeting we had an accountant, Tom Morrissey, explain changes in tax laws and how we can save money. We had attorney Alvaro Hassani of Fisher Phillips at two meetings talk about the rapidly changing face of employment law in New Jersey, and the changes brought about by the new administration. We have launched an Employee Handbook designed specifically for carwashes. This Handbook is available for members only. There is a great value in CWONJ membership, especially for the small carwash operator. If any member has ideas on how we can continue to improve our value, please reach out to any board member, myself, or our Executive Director, Suzanne Stansbury, at 800/287-6604.

I'd like to give a date reminder to all about this year's Northeast Regional Carwash Convention (NRCC) in Atlantic City. The show is at the Atlantic City Convention Center, and the host hotel is again the magnificent BORGATA. The dates to save are October 5-7. Let's forget about the lack of a winter and get ready for pollen — LOTS OF POLLEN!!! and lots of exceptional programs in the remainder of 2020.



Doug Rieck
CWONJ President

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Winter Membership Meeting Focuses on Saving \$\$\$



The Car Wash Operators of New Jersey (CWONJ) met at the Holiday Inn, Clark, on Wednesday, February 5, for its Winter Membership Meeting. CPA Tom Morrissey of Morrissey and Associates, Inc. in Forked River, was the featured speaker. "It's a topic we all need to know more about so we can save as much money as we can come tax time," said CWONJ President Doug Rieck. "There's just so much going on and changing regarding write offs and depreciation that you really need to have someone who is on top of it all."

Morrissey, who has experience in accounting, auditing, tax, estate and business consulting shared many updates with the group of approximately 40, even saving one operator more than \$50,000 from a tip he shared. "You have to use experts who know more than you do about this type of thing to be a good businessman," said Rieck. "We try to provide our membership with knowledge and experts who can help them be better, more profitable operators."

Also during the meeting board member Dan Saidel shared his experience with the association's new member-only Employee Handbook, noting that the ease with which he was able to accomplish a customized version was seamless and cost effective for him.

Also discussed was the association's Scholarship Program and the other member benefits available.

NC

**To learn more about the CWONJ
visit cwonj.com or call 800/287-6604.**

Approximately 40 attended the Winter Membership Meeting at the Holiday Inn, Clark, on February 5.

CWONJ President Doug Rieck led the charge.



Tom Morrissey of Morrissey and Associates, Inc. in Forked River was the event's featured speaker.



CWONJ Board Member Dan Saidel explained the association's Employee Handbook to attendees.





20th Annual Golf Outing

Monday, August 3
Suburban Golf Club

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CWONJ 2020 Scholarship
Deadline: April 3

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Can anyone identify this carwash santa?

Well, it's CWONJ Past President Mike Conte.

For the past five years he has been volunteering his time as Old Saint Nick at Gregory Elementary School in Long Branch, a public magnet school. "It's been a very enlightening experience," said Conte. "A lot of these kids don't have much so they ask for things like socks and clothing. It certainly helps you look at life differently, and truly appreciate what you have. It's a really neat experience to make them smile." **NC**



CWONJ Past President Mike Conte has a great time playing Santa at Gregory Elementary School in Long Branch.

Ever Washed One of These?

Back in the late '80s, Magic Wash's Doug Rieck thought he had washed it all. Well, almost. That was until local radio station WJRZ brought their helicopter over for a bath in his self-serve bay. Rieck used an extended hose and for many years the chopper made a visit to the wash. "We were an advertiser and their studios were a mile away," said Rieck. "One of their DJs was a licensed helicopter pilot and did their traffic reports. Those were the days."



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We Remember Jack Aaronson

Jack Aaronson, 73, of Manalapan passed away on Sunday, January 26 at Memorial Sloan Kettering Cancer Center in New York. A man of humble beginnings, he was born in Brooklyn, graduated from Samuel J. Tilden High School and lived in Toms River before moving to Manalapan Township more than 25 years ago. Aaronson founded All Jersey Janitorial Service, a commercial cleaning company based in Freehold. He was known and respected for his passion for his businesses which also included 33 East Car Wash in Freehold, Marlboro, Ocean and Howell; C. Bentley's Car Wash in Old Bridge and Sinatra Classic Auto Sales in Freehold Township. He was also a long-standing member of the Car Wash Operators of New Jersey.

Jack was a Director and Vice Chairman of the First Commerce Bank in Lakewood, a trustee at the CentraState Medical Center and the CentraState Healthcare Foundation, as well as the benefactor of the Jack Aaronson Conference Center at CentraState Medical Center. He served on the YMCA of Western Monmouth County capital campaign committee, resulting in the largest renovation in the history of the Freehold facility. He supported the American Cancer Society, Norkus Charitable Foundation, Lehman High School Principal Fund, Camp Quality, National MS Society-Pepperhill Farm, Marine Corps League, Monmouth Medical Center-Joel Opatut Cardiopulmonary Rehabilitation Program as well as many local churches, synagogues, and high school and little league sports teams. In 2007 Jack was recognized with an Honorary Lifetime Membership Award by the Freehold Township PBA, an honor given to one civilian a year for their contributions to the community. He was also rec-

Jack Aaronson is pictured cutting the ribbon at the dedication ceremony of the Jack Aaronson Conference Center at CentraState Medical Center in 2014.

Photo credit
New Jersey Business.



ognized by Special Strides Therapeutic Riding Center in 2010 for his steadfast dedication to their mission to help improve the lives of children with physical and developmental challenges.

He is predeceased by his parents, Leonard Aaronson and Annabelle Britt. He is survived by his loving companion, Maureen Meyers and her two daughters, Shannon Meyers and Erin Meyers, his son, Chad Aaronson and daughter Kimberly Ranke and her husband Robert, a stepson Harris Max and his wife, Lynn, a stepdaughter Jaimee Max, brother Zane Britt and his wife Vivianne, a nephew, Tristan Britt and seven grandchildren.

To honor Jack's philanthropic spirit the family asks that any donations be made to the American Cancer Society, 2310 Highway 34, Suite 1D, Manasquan, NJ 08736, Batya Girls, 235 Hearth Court West, #4132, Lakewood, NJ 08701, CentraState Healthcare Foundation, 225 Willow Brook Road #5, Freehold, NJ 07728 or Special Strides, 118 Federal Road, Monroe, NJ 08831. **NC**

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Dedicated Account Manager	✓	✗	✗
Monthly Member Billing	✓	✓	✗
Credit Card Issue Resolution	✓	✗	✗
Free Website Design & Hosting	✓	✗	✗
SEO & Social Media Marketing	✓	✗	✗
Mobile App	✓	✓*	✓
Cross Promotion (Lube, Detailing, Etc.)	✓	✗	✗
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Cost to Get Started (per Location)	\$0	\$10,000 - \$50,000	\$3,000 - \$7,000
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Monthly Support Fees (per Location)	\$0	\$300 - \$750	\$100 - \$550

*In Some Cases

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Frank DiNapoli, Sr., Succumbs to Cancer



On Sunday, February 2, Frank DiNapoli, Sr. lost a courageous battle with Glioblastoma, an aggressive form of cancer. He was 78. Born and raised in Montclair, NJ, he graduated from Montclair High School in 1959. He moved to West Orange prior to relocating to Bernardsville, where he lived for the past 30 years.

He is predeceased by the love of his life and high school sweetheart, Leona, in 2007. They were married for 44 years.

Frank is survived by his three sons, Frank, Jr., Michael and Bobby (Melissa), as well as his three grand-

children, Anthony, Christina and James. He is also survived by his brother John and sister-in-laws Angela, Diane, Suzanne, Julie and Benay. His brother Joseph predeceased him.

After proudly enlisting in the Army Reserve, he went on to own and operate multiple carwashes during his career and proudly served the greater Bernardsville area for the past 30 years as the owner of DiNapoli Enterprises – Bernardsville Car Wash. He served for many years on the board of the Car Wash Operators of New Jersey, and as its president from 1980-1982. After his retirement it was not unusual to find him working at the wash. His three sons took over the business after his retirement.

Frank was philanthropic and supported the local March of Dimes, as well as schools in his area. He was an ardent landscaper and loved being surrounded by colorful flowers. His passion was noted in the meticulous landscaping evident at his wash.

In recent years, Frank enjoyed spending his winter in Highland Beach, FL, and for the past 30 years his summers in Point Pleasant Beach.

Donations in Frank's name can be made to the American Cancer Society, cancer.org, or by calling 800/992-2623.



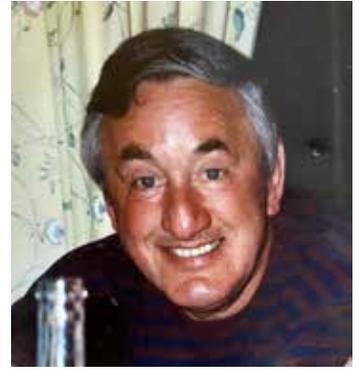
NRCC
Northeast Regional Carwash Convention

NRCC Welcome Reception Moves to ACCC in 2020
All attendees welcome!
Event sponsored by ICS

Ed Gheysens Passes at 87

Long-time carwash owner, Edward "Ed" T. Gheysens, 87, of Sea Isle City, NJ, passed away peacefully on Saturday, December 29 at home with his family by his side.

He leaves behind his loving wife, Janice (nee. Mazzei) of 62 years, his sons, Ed, Jr. (Amy), Robert, Jeff (Nancy) and Chris (Trisha) and sister Rose Shelton, as well as grandchildren Kate, Stephen (Janice), Mike, Cal, Danielle, Nicole, David and Matt.



Ed was born and raised in Vineland, NJ, by Stella Corsiglia and his sister, Rose. He married his soul mate, Janice, in 1957. He was a successful entrepreneur, starting and running a residential painting business and two carwashes. He was also a long-standing member of the Car Wash Operators of New Jersey while in the business. In 2004 he and Janice moved to Sea Isle City where the family had vacationed for many years.

He was also a member and volunteer of several organizations and parishes including Saint Joseph's Church, Saint Isidore the Farmer Church Parish Council, Knights of Columbus, OFAA and VFW Golf Groups, Holy Redeemer Food Pantry, Jaycee's and the Lion's Club of Vineland.

According to his obituary, "Pops" had a rich life; rich in family, rich in friends, and rich with love. **NC**

The family asks that donations be made in Ed's name to **The Holy Redeemer Hospice or The Holy Redeemer Food Pantry, 1801 Route 9 North, Cape May Court House, NJ 08210.**



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WEDNESDAY, JUNE 3

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If you have an MCA story idea or wash you think we should feature, drop us an email at:
Suzanne.L.Stansbury@gmail.com

PRESIDENT'S COLUMN

We are looking forward to a productive 2020 in our association.

We did a survey recently that gave us new insight. We had been doing our meetings the same way for years. This took some folks away from their businesses for at least one evening and usually an overnight. Sadly, we also separated them from their families as our meetings were not typically inclusive. The survey gave us a better perspective as to what our members really want.

The next generation is not into formal dinners or having to throw on a sports jacket. They want to feel comfortable coming as they are, and they want to bring their families. So, in the months ahead, we are looking forward to welcoming families into the carwash association meetings and activities.

Our April 22 meeting is already scheduled at Maggiano's in the Annapolis Mall in Annapolis, MD, but then we will start on a new path using the survey results as a guide. That being said, we are adding a summer meeting on June 16 at Dominion Raceway where families are encouraged to attend. The remaining meeting dates and locations will be updated on our website mccarwash.org as plans are finalized.

Right now we are looking for venues that will be seen as a value to our industry as we hold a meeting and then follow with an overnight. The location should give an option for additional family activity the next day. Think of a four-day weekend!

We would be interested in hearing about possible topic ideas from our members. Specifically, those that are "WOW" topics and not necessarily about carwashing. Share with me things you have recently heard, done, researched or that have motivated you. Please email me at mhashleyjr@gmail.com or give me a call at 540/335-3354.

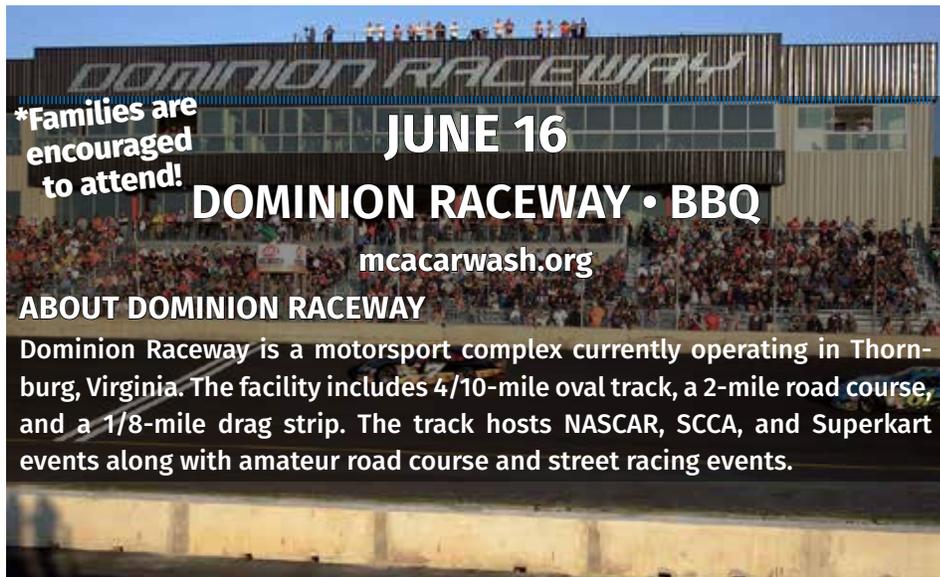
We look forward to getting this new schedule out in the near future.

If you are in the area during one of our meetings, and are not an MCA member, please look us up. All are welcome!



M.H. Ashley

Mike Ashley
MCA President



ABOUT DOMINION RACEWAY

Dominion Raceway is a motorsport complex currently operating in Thornburg, Virginia. The facility includes 4/10-mile oval track, a 2-mile road course, and a 1/8-mile drag strip. The track hosts NASCAR, SCCA, and Superkart events along with amateur road course and street racing events.

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Upcoming Dates...

April 22, 2020

Maryland Spring Meeting/Open Houses

Maggianno's Little Italy
2100 Annapolis Mall Road
Annapolis, Maryland

June 16, 2020

An Event to Remember
(bring the whole family!)
Dominion Raceway
Woodford, Virginia



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NRCC
Northeast Regional Carwash Convention

**NRCC Welcome Reception
Moves to ACCC in 2020
All attendees welcome!
Event sponsored by ICS**

Dave and Ben DuGoff's Labor of Love

The second College Park Car Wash, featuring four bays, an inbay automatic and a truck bay, is slated to open in Beltsville, MD, by our next issue's deadline. You'll be able to read all about the trials and tribulations of retrofitting an existing wash, from this dynamic duo, in our summer issue! **NC**



MCA 2020 EVENTS

APRIL 22

**Maggiano's Little Italy, Annapolis Mall
Annapolis, MD**

JUNE 16

**Dominion Raceway, Woodford, VA
BBQ**

***Families encouraged to attend!**

SEPTEMBER 8

TBD

JUNE 2020

Wash to Save the Bay (WTSB)

NOVEMBER 10

TBD

**Visit mccarwash.org
for more information!**



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As Albert Einstein once said, "The measure of intelligence is the ability to change." The New England Carwash Association (NECA) is grateful to our members and industry vendors for the many successful programs we've held in the past, but our leadership continues to innovate and re-think program formats as we strive to connect more people with the information they need to be successful in their businesses.

We were the first regional association to combine tours of carwashes with our annual Table Top Show, to expand our audience. Last spring, we turned the Table Top on its head by moving out of a traditional venue to a winery. We continue in our commitment to provide a spotlight for our valuable industry partners while providing unique experiences for participants. Visit the NECA website for the May 2020 tour and show details for attendees, exhibitors and sponsors, and to register.

We have also experimented with a variety of formats for our twice-annual membership dinners. In November 2019, interaction was the operative word for our fall program as we borrowed an idea from "speed-dating" To ensure that attendees heard a variety of viewpoints, we offered rotating facilitated discussions with a twist or two. For the first time attendees were assigned seating for the discussions and our guest speakers rotated sequentially to each table, guaranteeing interactive round table discussions with varying perspectives on new technology in the carwash industry. A member of the NECA Board was at each table to ensure the conversation focused and flowed. The format was so successful that we plan to repeat it in November 2020. We are already gathering hot topic suggestions from our members. Send your ideas to Kevin McLoughlin at kmcoughlin@sonnysdirect.com.

This January, we relocated the annual winter meeting out of a hotel to Kings, an entertainment bowling complex, as we shifted our focus to employee appreciation. We began with a brief program on chemical safety requirements and a very competitive trivia contest organized by Simoniz USA. Then we moved on to bowling, pool, shuffleboard, arcade games, and food to show gratitude to all the employees who make the carwash industry great. It's an understatement to say this was a successful event and that everyone had a great time. (Photos on page 72)

Given that NECA's membership comes from across New England, our Board realizes that it's not always convenient for people to come to us. We continue to offer on-the-road events away from the I-95 belt and outside of I-495. The Board meets and then invites all who want to attend, both members and non-members, to enjoy complimentary hors d'oeuvres, a beverage, and great conversation. We've already held events in Portsmouth, NH, and Warwick, RI.

Recognizing that NECA can be a force for good, in 2003 we established our Golf Outing for charity. Since that time, we have donated \$87,735 to a wide variety of charities, plus thousands more to support our NECA scholarship program, reinforcing our commitment to continuing education. To keep the outing fresh, we change golf courses every two to three years. We're pleased to announce our September 12 charity golf outing will be at the Marlborough Country Club. Visit the NECA website for details for attendees and sponsors, and to register.

Finally, I'd like to remind readers about our annual Scholarship Program. Since its inception in 2011, we have awarded \$22,000 in education scholarships to carwash industry staff and their immediate family members. In 2019, we awarded our first Thomas Rando Memorial Scholarship in honor of his visionary leadership in the carwash industry.

All who work for NECA member companies, their spouses and children, are eligible to apply for these scholarships annually. The submission deadline this year is April 30, 2020, and details can be found on our website. Winners will be notified by June 3, 2020.

Our leadership team appreciates your suggestions on how we can continue to enhance what we offer. Please do not hesitate to contact me or the NECA management office.

Best wishes for a profitable and happy spring season.



Mathew Paisner
NECA President

VERC Enterprises Makes Book of Lists

VERC Enterprises, a carwash, convenience store and Mobil/Gulf gasoline enterprise with locations in eastern and central Massachusetts and southern New Hampshire has been included in *Boston Business Journal's* Book of Lists. It has been recognized as one of the region's largest family-owned businesses. VERC Enterprises is a family owned, 40-year-old retailer, operating 31 facilities known for exceptional customer service.

Its carwashes are called Briteway and are located in Marchfield, Norwell, Plymouth, Fitchburg, Randolph and Briteway, MA, and Manchester, NH. NECA Past President Paul Vercollone is the company's Senior Vice President. NC



NECA's 19th Annual Golf Outing

for fun and charity

Tuesday, Sept. 15, 2020

Marlborough Country Club

Marlborough, MA

TREASURER'S REPORT



New England Carwash Association, Inc.

End Fiscal Year 2019

Income

Interest Income	\$4,193.42
Meetings	\$48,160.45
Member Services.....	\$4,943.27
Membership.....	\$30,440.00
NRCC.....	\$28,000.54

Total Income **\$4,280.00**

Scholarship Program: Total Income..... **\$4,280.00**

Expenses

Advertising and Promotions.....	\$-
Board Expenses.....	\$6,404.29
Charitable Contribution.....	\$7,500.00
Insurance.....	\$1,651.00
Management Services.....	\$37,921.65
Meetings.....	\$37,439.77
Member Services.....	\$1,093.76
Membership.....	\$1,288.22
Office Expense	\$4,608.58
Professional Expense.....	\$2,425.00
Tax	\$16.69

Total Expenses **\$100,348.96**

Net Income **\$15,388.72**

Scholarship Program: Total Expenses..... **\$5,053.89**

Cash Balances

Citizens Checking*	\$87,377.83
TIAA Savings CDs	\$107,561.35
TIAA Reserve Fund CD.....	\$91,485.66

Total Checking / Savings **\$288,643.21**

*includes \$7,949.06 balance in Scholarship Program account

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Balise Philanthropy Benefits Two Worthy Organizations



Balise Motor Sales, headquartered in Springfield, MA, made a huge difference this past holiday season for Cape Kids Meals and Square One.

In December, Balise donated the first month's payment from each Unlimited Monthly Car Wash Plan at Balise Hyannis Car Wash resulting in an \$8,438.85 donation to Cape Kid Meals, an organization that provides food insecure children with food packages over the weekends during the school year. The process is confidential and ensures that all children have healthy breakfast and lunch meals for the weekend. "Our carwash customers rallied together for a great cause to close out 2019," said Tony DeBarros, Vice President of Car Washes and Detail services for Balise Motor Sales. "The initiative was a huge success and we are thrilled to donate these funds to Cape Kid Meals."



Top: Balise's Hyannis wash raised \$8,438.85 for Cape Kid Meals.

Bottom: The two Balise facilities in western Massachusetts were also able to raise \$13,341.51 for Square One.

Square One Benefits, Too

The two Balise western Massachusetts locations donated the first month's payment from each Unlimited Monthly Car Wash Plan purchased in December to benefit Square One, an organization that provides a range of family-friendly education and support services to help children grow stronger cognitively, emotionally, socially and physically.

Balise, a long-time supporter of Square One, raised \$13,341.51 for them in 2019. In 2018 they raised \$5,000 to support the organization's "Adopt-A-Classroom" Program, \$10,000 in 2017 to help build a new indoor play space and \$10,000 in 2016 to support the organization's new fitness program, LAUCH. "We exceeded our goal of raising \$10,000 and we couldn't have done it without our loyal customers," said DeBarros.

Added Alex Balise, Director of Marketing at Balise Motor Sales, "The Balise '100 Years of Giving' initiative this holiday season was a huge success and we couldn't be happier to be able to donate these funds to Square One." **NC**

**For more information on
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They Came to Play - NECA's Winter Employee Appreciation Event



What happens when more than 100 New England Carwash Association (NECA) members converge on an entertainment facility that features bowling, pool, arcade games and lots of casual food? Fun! On January 14, the association diverged from its typical winter dinner and program in a hotel to gather at Kings in Dedham.

The event began by thanking outgoing board members Matt Unger, Brandon Berriault and Mark Delaney, snacking on charcuterie and playing trivia organized by Barry Smith and Brian Stanikmas of Simoniz USA. Then, the group moved over to the Retrocade Room, full of all sorts of high- and low-tech games, and dedicated bowling lanes, pool and shuffleboard tables. Pictures tell what happened the best.

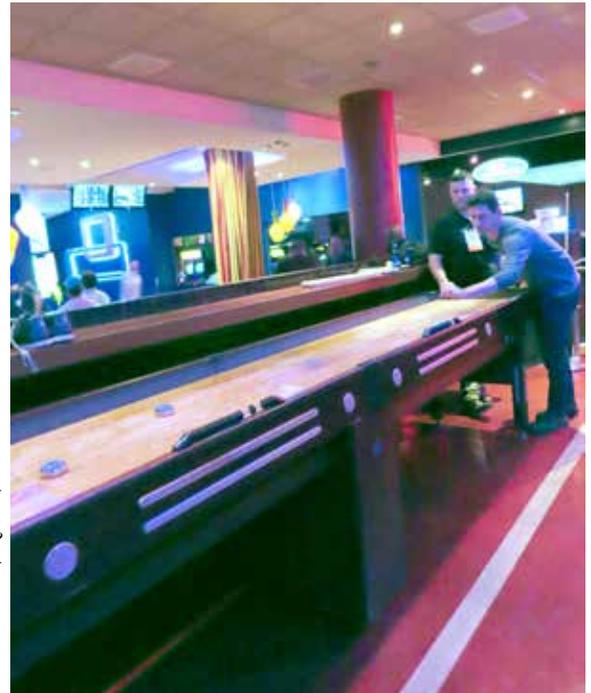
The board would like to thank its generous event sponsor Washify Services. **NC**



More photos on page 74!



The team from Turnpike Car Wash.



Shuffleboard, anyone?



The Global team.



Everyone seems to be having fun at the Triple Play table.

Briteway's Paul Vercollone needed a little help!



Simoniz' Brian Stanikmas and Barry Smith.



Outgoing NECA board members Matthew Unger, Brandon Berriault and Mark Delaney.



It was date night for Liz and Jeff Arimento.



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Team Starlite Car Wash, led by "hands in the air" Patti Kaplan "struck" a pose.



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Team ScrubAdub in action.



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These Carwash Pros play a mean game of trivia.



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

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

Please be sure that complete applications with recommendations are faxed or postmarked by April 30, 2020. NECA will notify all applicants by June 3, 2020.

**For more information and a scholarship application,
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	Mark Kubarek

*Deceased

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PRESIDENT'S COLUMN

A statistic quoted in an article from The Car Wash Magazine caught my eye. It said, "A 2018 Conference Board survey reported that only 43 percent of employees (nationally) are happy in their current positions. It added that the #1 reason people leave (become disengaged) is "bad" management. "Bad Management" is very subjective; however, employees not receiving any feedback or recognition for their efforts or no clear direction are some specific things that were referenced. These employees become disengaged, and the one's actively trying to "sink your boat."

At the New York State Car Wash Association (NYSCWA) we have a GREAT board and management! They are dedicated, enthusiastic and passionate about the industry and the people in it.

I want to take this moment to thank each of them for the tireless efforts they give to the advancement of the NYSCWA, much of which goes unseen by the membership. These folks volunteer their time to ensure the NYSCWA continues to do what it can to support the operators, suppliers and vendors that make up the association. They work to ensure we fulfill our mission to further advance the professional carwash industry in the state. They pour their blood, sweat and tears into our programming and benefits.

But we are always looking for new board members and fresh ideas. If you'd like to join the association, or the have interest in a position on the board, please contact us at 800/287-6604 or visit nyscwa.com to learn more. We are always looking for new members to add renewed energy and fresh perspectives to a great group of people working hard to ensure everyone stays engaged and profitable.



Walter Hartl
NYSCWA President



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The Big Dig
 The 22nd Hoffman Car Wash on Route 7 in Latham, NY, is obviously underway. Construction began in February. The 160-foot express exterior wash will feature 20 free vacs and gated tellers. It is expected to open in fall 2020.

New York State Car Wash Association Profit and Loss

January - December 2019

Income

Interest Income.....	13,546.86
Meetings Income	11,120.00
Membership Dues	16,370.00
Northeast Convention Income	28,000.54
Promotional Fees.....	270.00
Vendor Sponsorships.....	4,151.40

Total Income **\$73,458.80**

Gross Profit **\$73,458.80**

Expenses

Advertising/Promotional.....	210.60
Bank Service Charges	5.25
Board of Directors Expenses.....	306.63
Charitable Contributions.....	100.00
Director Fees.....	22,750.00
Dues & Subscriptions.....	5,125.00
Insurance Expense	1,488.00
Legislative Expense.....	50.00
Legislative Fees.....	19,250.00
Meetings Expenses.....	16,937.83
Office Expenses.....	1,420.44
Postage Expense	555.25
Printing/Graphics	78.00
Professional Services fees.....	800.00
QuickBooks Payments Fees.....	808.11
Telephone.....	228.53
Travel.....	585.84
Website Host.....	709.40
Website Maintenance.....	156.96

Total Expenses **\$71,565.84**

Net Operating Income **\$1,892.96**

Net Income **\$1,892.96**

Checking Account **\$28,835.90**

Money Market..... **\$69,734.22**

Total Cash On Hand..... **\$98,570.12**

NYSCW PAC Balance **\$12,481.75**

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



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Wishy Wash Owner's Grit and Determination Pave the Way for Success

By Suzanne L Stansbury

Spiro Kagas is the first to admit that he didn't know much about the carwashing industry when it first piqued his interest. He knew he loved cars, as most entering the business do, and he knew that there was a need for a viable wash in his market. But, what Kagas lacked in education, he more than made up for in pure grit and determination, his apparent mantra for life. "I mentioned something to a friend in the real estate business about wanting to get into the carwashing business and she said she had a friend who was thinking of selling his carwash in Delanson near where my wife and I live in Esperence," recounted Kagas. "I



Spiro and Alicia Kagas

looked at it and saw that it needed a lot of work. I brought in another person I knew who has been building washes for a while to take a look and he said it was a liability. So, I had people telling me it was a bad idea."

But despite the pushback, Kagas jumped in feet first and purchased Wishy Wash, built in 1977, in December of 2012. At the time it was a run down two-bay self serve with a gravel entrance and exit on Route 20 just outside of Duaneburg, NY (Schenectady County).

"The wash's owner wasn't able to see it reach its potential," said Kagas. "He was a great guy, Charles Johnson, and he was an architect who actually designed the original wash. I wanted to respect his vision and decided to keep the



The original footprint of the wash stayed the same but instead of a traditional second bay a 14-foot-high truck bay was configured.

name and even had him help me rework the footprint.”

Kagas felt that since there was no truck wash bay in the market (and the closest self serve is 25 minutes away), it might make sense to reconfigure the site to include one. But even though the wash sits on four acres, Kagas was limited to the original footprint so he built up and created a 14-foot high truck bay that accommodates semi-trailer trucks, recreational vehicles, boats, motorcycles, horse trailers and yes, even horses!

Kagas is certainly no stranger to hard, hands-on work and doesn't shy away from it. He grew up in his family's restaurant business and started managing Mike's Diner in Guilderland at age 16. "My father came to this country at 22 from Greece and started off as a dishwasher," said Kagas. "He met my mother and they eventually opened up Carmen Diner 50 years ago, which became Mike's. You might say that it's in my blood."

The diner in Guilderland and the wash in Delanson are a good 25 minutes apart, but despite the distance, and often mak-



The finished product is both eye catching and functional.



The wash has built a clientele that includes semi-trailer trucks as well as recreational vehicles. Spiro Kagas, the wash's owner, will always pitch in to ensure his customers are happy and satisfied with the finished product.

ing several trips back and forth daily, Spiro and his wife Alicia share responsibilities at both businesses. Spiro manages and cooks at Mike's and handles the maintenance at the wash, while Alicia oversees the front end of the house at the diner and the books, in addition to scheduling truck washes at the carwash and doing the detailing.

Kagas owns the rental behind the wash that just happens to have a pond on the property where the wash gets its water. "If we were to increase the footprint of the wash, we'd have to add a reclaim. As it is now, we have a SPDES permit and are tested every three months by the DEC (Department of Environmental Conservation)." (SPDES, or state pollutant discharge elimination system, permits help to maintain New York State's waters with reasonable standards of purity when point source discharges to groundwater and surface water occur.)

Making a profit in self-service washing can be challenging so Kagas held true to his mantra and worked with a close friend who is a plumber and electrician to breathe new life into Wishy Wash. "I am a hands-on person so I did the work through trial and error to keep costs down. I need to know how things work to be able to fix them when we're down," he added. "I like doing things myself."

To expand the wash's profit center he also offers an All Paws Pet Wash, impulse vending

Continued...



Wishy Wash... continued

and Kagas sells BOSS audio systems. "I sell a lot of section equipment and water-proof systems," he said. "My mind is always thinking about what I can offer the customer base."

Kagas also installed cameras himself in his bays and says it's the best money he has spent. "I installed cameras our first year," he said. "You can really tell by a person's body language what is happening and what issue they are having."

Although Ultimate Wishy Wash Car & Truck Centre welcomes all, Kagas encourages reservations in the truck bay to ensure that he or his wife is there to lend a hand, if needed. "We are the only one in the area with a 14-foot bay and we don't turn anyone away," he said. "Reservations make it a lot easier to help out our customers and keep the bays clean."

Kagas also prides himself in the fact that if someone needs help with the wash process, he's hands on. "I like to be able to give my customers everything I have to offer and sometimes you have to do it on your own dime and teach them how to use the self-serve bay options. I like using tokens so that when I

Continued...



The inside of the truck bay promotes the Boss Audio Systems sold at the wash as well as the Air Shamnee. It also alerts customers that they need to call ahead to schedule trailer washouts and exterior tractor washes. Signage outside the bay also alerts them to this courtesy.



Just about anything can be washed at the Delanson, NY, self serve!



Signage in the self serve bay indicates that a security camera is monitoring activity and that cash does not stay on site for long.

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Wishy Wash... continued

want someone to try something I can just give them a token and ask them to try it.”

“We also have a number of older customers and sometimes they physically need your help, and they really appreciate it. They can also set up an appointment and I’ll wash their car or detail it for them.” Pricing ranges from \$40-\$120 depending on the extent of the work needed. Pricing in the truck bay depends on the



The site features an All Pet Wash facility to accommodate four legged friends.

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specifications of the vehicle being washed but can range from \$75 to more than \$100.

Spiro and his partner in life and business, Alicia, opened for business in 2013, and haven’t looked back. “I knew I didn’t know much,” said Kagas. “I got a hands-on education into the industry, watched a lot of YouTube and Googled a lot, but I have no regrets.” Alicia is also enthusiastic about the business, but admits that there is a lot of juggling in making both businesses profitable. “The toughest thing about this business for Spiro is keeping the equipment up and running and performing at a consistent level. For me, it’s having an absentee husband sometimes, but we make it work.”

The future looks bright for both businesses and true to form, Kagas has plans for a possible additional truck bay and a bay designated for dump trucks and campers, which he’ll likely build himself. He is even considering the addition of a Laundromat. “I am staying away from adding an inbay due to the weather out here and the maintenance since I am not always on site. I am also tossing around the idea of a senior day during the week where we offer a full-service wash, but that would require additional help,” he said. “It’s a possibility.”

The gamble on Wishy Wash seems to have been a good one. “I don’t have any regrets about getting into this industry,” he said. “You can’t go into it thinking you’ll make a ton of money, and you need to be ready to do quite a bit of work yourself, but it’s worth it.”

NC

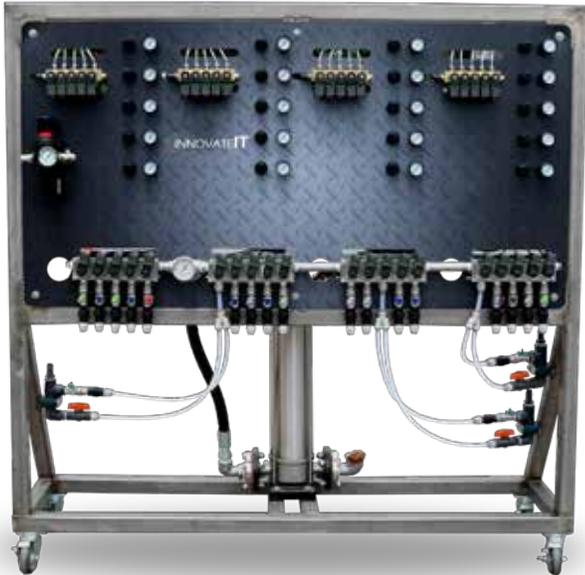
Suzanne L Stansbury is the Editor/Publisher of the Northeast Carwasher.

All deep washing is directed to the truck bay in easy-to-read signage.





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Spring Cleaning Can Reduce Onsite Liability

By Dave Snyder

It's April in the Northeast and winter is now behind us... we hope. Some of you may have been lucky enough to start the annual spring cleaning of the property and washes, while others are still watching the final snow piles melt away. This is a critical time of year to step back and make sure all systems are fine-tuned and ready to go for the next season ahead.

This is the time of year to evaluate the property, buildings and equipment onsite to make sure you are doing all you can to reduce liability from potential claims. This also is a time to fine tune the staff and dial them back in from taking some of those shortcuts they may have been taking during the cold weather.

Let's start with some quick thoughts on the staff before we move around the property. Set up a staff meeting to layout all of the extra work ahead to get the property back in shape and the winter grime washed away. The goal is to have a clean, shiny wash a customer will want to visit. By doing this, they will know exactly what expectations you have and that this is a critical time of year where some extra elbow grease will be needed by all. Engage your staff in the operations and ask for their ideas on any issues they have noted around the property or ways they have thought of to become more efficient. Add in some time to do a little extra hands-on training and run some scenarios of "what would you do if this happens?" by them. This will get them thinking before something does happen. By running scenarios, it plants a seed to help them down the road if they get into a stressful situation where they need to think fast. Remember, in a situation where an incident just happened onsite, the wrong wording by an employee could buy you a claim that should not be yours in some instances.

Correct Winter Damages

As the snow melts and the frost comes out of the ground, it is time to take a hard look around the property to see what damage may have taken place over the past few months. Has the frost combined with freezing and thawing created potholes in the driveway or parking areas? Have any concrete sidewalks heaved or cracked? If these issues are noticed, they need to be put on a high-priority list to address. These can become six-figure claims that no operator wants to deal with when a customer or pedestrian trips and falls causing injury. The same goes for a potential Workers' Comp claim should an employee get injured.

Look at the parking lot and see if the damage can be fixed with some simple blacktop patch from the hardware store or if it requires consultation with a reputable paving company. Look at concrete walkways that have heaved and see if the damage

can be fixed by getting them ground down or if the problem is bad enough that replacement of sections is necessary. There are Americans With Disabilities Act (ADA) and Department of Transportation (DOT) Guidelines to help you identify what actions need to be taken to keep walkways safe for customers and pedestrians crossing your property.

In addition to repairs, wash down all the sand and grit from winter or bring in a sweeping company to get the initial cleanup started. Look at all of the areas where chemical transfer could have built up over the winter months when pressure washing was not the best option. Remember, these areas can become very slippery when the spring rains hit. There are now some great pieces of equipment out there that work with your pressure washer. These will help clean parking lots and are a great investment to help keep the property pristine.

Don't Forget Landscaping

While you are working on the driving and walking areas of the property, be sure to also look at lawns and landscaping for any potential hazards should a customer walk off the normal pathways. Repair plow damage and smooth out any lawn issues, getting it ready to be reseeded as needed to reduce the potential for a rolled ankle. Look around at any trees on the property, or bordering the property, for damage as winter may have broken limbs that could come down with any higher winds. As trees age, they should be evaluated for safety to protect people and structures from damage.

What About Your Traffic Flow?

After all of the parking areas, entrances, exits and walkways are repaired and cleaned, take a step back and look around at the flow of traffic coming and going from the site. Do you have directional arrows painted on the driving areas to help easily move customers around the property? These not only improve the site safety but also will guide customers where you want them to go as soon as their tires hit your ground. It will also reduce their hesitation time so the next customer can follow right behind without the fear of a quick stop ahead.

If you have multiple pay stations or vacuum areas, do you have lanes painted to guide them into the correct space? If you do have markings on the lots, are they still bright and visible? Take a look around at your curbing. Are there areas where customers may be moving from a parking lot to a walkway with a curb? If so, consider painting it to identify the step up.

If there are areas you do not want customers parking or standing along, paint them yellow or stencil no parking/standing. You want to keep the traffic flowing into the wash so the money will be flowing in to increase your profits. Keeping up on all of this will show your attention to detail and property maintenance. Consider all of this work as a way to show customers you are the cleanest game in town, and this is where they will get the best wash. It's all about a welcoming curb appeal to draw them in and not have them pass you by. Subliminal advertising at it's best.

Inspect All Signage

How did all of your signage fare this winter? Did snow removal or customers knock any down? Take a look around and have a discussion with staff about signage to see what ideas they may have to improve traffic flow on site. Be careful as too many signs can also impede traffic flow at the same time. Are all signs still bright and legible? There is a lot of science out there as to how the brain thinks. Consider using reputable sign companies to help you, especially on your menus, so you can upsell that top wash package. Make sure all of your disclaimers are spelled out and visible as customers make the trip into the wash. If you have self-service or in-bay automatics, be sure posted emergency numbers are still in place. Are all of your stop-and-go signals working properly? It is also very important for tunnels to ensure that all of the instructional signs are clear and posted for "keep in neutral," "foot off brake" and "hands off the wheel."

In the Northeast, just getting the outside of the property cleaned up and ready for spring is a lot of extra work others around the country will never experience. It is labor-intensive but crucial to running your business. Now it is time to move on and start deep cleaning the building and taking a hard close look at the equipment in your tunnels and wash bays. The freezing temperatures and salt residue from vehicles being washed can raise havoc here as well. Basic maintenance and close inspections may have slacked off a bit due to staff being cold while working on equipment. If you have a tunnel, this is the time to inspect all arches for cracks and deterioration to ensure all the metal holding equipment is in good shape. Blowers are especially heavy and give off vibrations that can cause metal fatigue over time. Tunnel walls will most likely need some special attention now to remove the added grime. Be sure the staff has the appropriate Personal Protective Equipment (PPE) while doing wall clean up or any other tasks. For self-serve operators, are the bay floors in good shape and clean? Are wands and brushes up to par? It's also a good time to clean up your back rooms and get all of the winter gear put away so staff are not tripping over all of the extra shovels and salt spreaders.

What other materials are laying around that need to either be tossed or organized? Everyone's goal should be to keep the back of the house as clean as the front. Look back and see if any quick repairs were made while it was freezing out that might need more attention now. Good housekeeping is essential for fire prevention.

Be sure to take a look at the outside of the building, looking

for any ice damage to the roofs, gutters or eaves. Be sure to get any damage repaired as quickly as possible to keep water from getting into the building which can cause more damage. Look for any damage where snowplows may have gotten too close to the building and caught the trim. You want to keep up with all the minor repairs so they do not grow over time and become a big dollar expense.

Create A Plan

The best way to go about all of this is to start with a formal plan and create a checklist to work from so no area is overlooked. Always take a team approach when you have the resources to do so as it will lighten the load and reduce completion time so you can get back to focusing on washing cars. Some staff will embrace these changes while others may not. Reassure them that this is part of doing business and it is a team effort. Consider a small reward at the end to show thanks for all of the hard work they have all put in. The reward can be as simple as a couple of pizzas to say "thanks" while you have a few laughs about how it all went and again to brainstorm ways to work smarter, not harder next year.

We all have choices in life and how we go about our daily tasks. We can ignore them, we can do the bare minimum or we can go the extra mile and excel in all we do. When it comes to reducing liability and protecting our assets, we should all make the latter choice and excel in all we do. With a growing market in the wash industry, you should all take the time to have a pristine wash and provide excellent customer service every day. You need to maintain your properties to be as safe as the day you built or purchased them, so large claims from neglected property maintenance does not keep you from making upgrades or opening that next location when desired. And remember, a clean workplace is a happy workplace when combined with positive attitudes from the leadership.

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.


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Wedding Bells at the Wash – What?

The K & S Car Wash on Genesee Street in Auburn was the setting for of all things, a wedding this past fall. Wash owner, Mark Kubarek, who just happens to be a magistrate in his spare time, married the blissful couple while daughter Amanda and attendant Jason Makala rode through the wash to witness the nuptials.

According to Terri Kubarek, the couple called about a month before they wanted to tie the knot to reserve the date and time. “They could not decide where to exchange their vows and then asked if we could do a ceremony going through the wash,” said Terri Kubarek. “At first, I didn’t know what to say, but then thought, ‘Sure, why not?’”

After providing the couple with two witnesses, Judge Kubarek sat in the back seat and performed the ceremony while the couple and car made its way down the conveyor.

“The groom is the son of a former local restaurant owner and Mark and I used to go to their restaurant all the time. They had the best pizza going, but unfortunately, the owner passed away.”

While Kubarek has been a magistrate for years, he doesn’t make a career out of marrying people, but he does do so on occasion,” said Terri Kubarek. “But never has anyone asked to be married in the wash!”

Congratulations to Mr. and Mrs. Tom Piccirillo! May you have a happy and clean life together! **NC**



Mr. and Mrs. Tom Piccirillo said “I Do” at K & S Car Wash in Auburn.

The happy couple had the Kubarek’s adhere this saying on one of the tunnel’s windows.



Love is a many splendored thing and although a car-wash wedding venue is not typical, and not even unique believe it or not, it's all theirs! We wish the happy couple well and thank the Kubarek's for sharing the story!







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NCS Distributorship Opens Up in Albany



Jim Arvin, owner of Wet Willy's Car Wash in Latham, NY, is running the newest National Carwash Solutions (NCS) distributorship in Albany, NY. The 39-year veteran of the carwashing industry is the site's General Manager, East Region. He started with NCS in 2018 as Director of Corporate Accounts and had his grand opening on December 10, 2019. **NC**

The NCS brands include McNeil, Ryko, Clean Touch, TSS and Vacutech.



NCS General Manager, East Region, Jim Arvin is pictured with NCS Senior Vice President Systems Sales Joel Miller and NCS COO Jesse Wurth inside the lobby of the new NCS distributorship.



Hudson Valley operators Doug Kleeschulte (left) and Gary Baright (right) catch up with NCS' Joel Miller at the Grand Opening.



Jim Arvin (pictured with scissors) cuts the ribbon at the grand opening of his NCS distributorship in Albany.



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How Safe, Quiet and Peaceful Saved My Life

By Ray Justice

Sounds a bit strange, but yes, they really did, please read on. When I was 12 or 13 years old I had a special secret hideout. You see, my father was a florist and a grower who had four greenhouses.

One of them was labeled, “The Big House” because of its length and high interior height.

This greenhouse had many benches of flowers and plants. The aroma was fresh and earthy. The view was a variety of shades of green along with sections of beautiful blooming color. The walls and the roof were all glass to have as much natural light as possible.

At the very far end of the Big House, there were no benches, just a variety of overgrown plants. This is where he kept large, almost out-of-control, plants that were not able to be sold or even moved easily, actually they were close to being trees. For me and my Imagination, it was camping in the jungle.

That was my private and special spot, down the far end of the Big House. I say private because no one really could see me when I was under the jungle trees. The best time was during wet or stormy weather, where I could crawl under the big leaves and not be seen. If it was raining or snowing outside, I could listen to it hitting the glass roof and watch it through the green leaves and branches overhead.

To make this delightful space even better, a few sparrows could always be seen and heard, enjoying the indoor climate, like jungle birds, kind of.

If you can imagine this, it was an indoor environment that was like being outdoors in nature and it felt very Safe.

Guess where I went when I wanted to be alone or hide out? At that stage of my life, I did not know about, nor had ever heard of, meditation, relaxation or breathing exercises, but that is what I was doing. I often visited my quiet, hidden, green covered cave, allowing my Imagination to entertain me, while keeping me calm and relaxed. I did not relate to these words back then but Safe, Quiet & Peaceful is what I had.

More story that I won’t detail here, but being bullied, having a younger brother die, a major house fire, the fact that I was the new kid in school and had never touched a basketball, all worked their way in my mind and emotions. I had a natural survival, regrouping, opportunity but I was not aware of what it was at the time.

Another similar compassion, I had in my early teens, was on clear summer nights I loved to climb up on the roof of our garage and lay there for hours watching the stars twinkle and shoot across the dark sky. It too was Safe, Quiet, & Peaceful. Being alone with my Imagination seemed to be

part of who I was growing up.

Now, let’s fast forward a few years and I am a 19-year-old apprentice as part of a mechanical engineering co-op program for a large company. During a repair and maintenance project, in the turbine room, one of the mechanics dropped a screwdriver in an open manhole where the cover had been removed. With the cover off it was the entry for an underground room, or a square tank, holding many gallons of hydraulic oil and a lot of pipes.

Due to maintenance it was empty except for a thin, ¼ inch layer of oil on the bottom. My job, being the youngest, and skinniest, was to be lowered down, headfirst into the tank to retrieve the screwdriver that had found itself all the way at the back of the tank. I had to stay very low to slide on my belly under the pipes. I easily got my hands on the screwdriver as the total distance was only 10 feet, maybe 11, at the most.

But this is where the trouble started. As I went to back up I bumped into the pipes and could not move. It was too tight to even be able to turn around and see. I had a quick wave of panic as the guys were yelling down, “Kid, hey kid, are you OK?”

I did not answer and then closed my eyes, laid my head down sideways in the thin layer of oil. After some unknown length of time, probably 20 or 30 seconds, I opened my eyes and slowly backed up and I was pulled out, feet first upwards, to safety. If I had lost it and really panicked I am not sure how they would have gotten me out. It was a very tight space, with not much air, and not room for another person to get in there with the pipes. Definitely a tense and frightening few minutes that I can still feel in my breathing as I think about it.

The meaning of this story is to relay my experience of knowing what it felt like to feel trapped, alone and frightened and not knowing what to do. My Instincts took over. They seemed to know how to help without my input.

I can only assume that my inner self, my subconscious, had learned, from a few years earlier, what I needed to do. That experience, as explained above, allowed me the opportunity to learn, to know, what it feels like to be Safe, Alone, Quiet & Peaceful.

Knowing how to go to that feeling in my body and in my mind automatically is fascinating. I did not “think” to put my head down, close my eyes and take a few deep breaths. I did it instinctively, intuitively.

As simple as this sounds, it still amazes me today about the power of our inner self if we feel Safe and experience Trust. To this day, I still wonder how it happened. Nature took over and did it for me or with me.

Now, many years later, I Consciously and Mindfully practice

clearing my head, getting my mind at peace, usually with three or four slow, deep breaths and thoughts of nature. Now, I know somewhat how it works. Back then, I did not.

Did my life get saved? Yes, it did. What would have happened if I panicked?

That, we will never know for sure. I do know that if our mind and body are immersed in fear, real or imagined, small of big, we do not think or function to the best of our ability.

Are you, today, interested and willing enough to practice so you are ready when needed and able to be aware of sensing your intuition? Learn how to use your breath and imagination to remember or create your own place where you feel Safe, Quiet & Peaceful. And, remember, Safe is the first important feeling. Visualize a place where you feel it. It doesn't have to be deep fear or panic stress. Just feeling uncertain or doubtful is a milder form.

If we learn to Calm our way out of that, sometimes miracles happen.

Peace of mind is so very important; we miss a lot without it

A still and quiet mind listens for instinctive and intuitive guidance.

It is there, if we pause and listen.

The question becomes do we feel safe enough, in the moment, to listen?

And that is the story of one of my life moments.

One that I survived and then grew from, in an unplanned experience.

Ray Justice

Rochester New York

50 years later

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*.*



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Gov. Eliminates Tip Credit: Effect 12/31/20

By William Y. Crowell, III

Prior to the close of the 2019 legislative session Senate Bill 4030-A, sponsored by Senator Ramos, which eliminated the tip credit for certain carwash workers, passed both houses of the Legislature. As initially introduced, it covered all carwash workers statewide. In response to concerns about the impacts on upstate raised by the Assembly, the bill was amended to cover New York City, Westchester, Nassau and Suffolk counties. This amended bill was delivered to Governor Cuomo for action on December 30, 2019. There was speculation that the Governor had reservations about the legislation because it did not apply statewide.

On December 31, 2019, the Governor ended any speculation about his intentions. The New York State Department of Labor (DOL) released a report entitled, “Subminimum Wage Report and Recommendations,” which concluded that the tip credit disproportionately impacted the lowest paid workers. The Report also cited the confusion which the tip credit created about the minimum wage, which according to the report led to rampant wage theft in particular industries. The Report pointed specifically to 84 carwashes that were investigated, resulting in \$6.5 million in under payments to 1,380 workers.

The Governor announced on December 31, 2019, that the Department had issued an order that eliminated the tip credit for all miscellaneous industries and occupations on a statewide basis. The DOL Order phased in the elimination of the tip credit. The DOL Order provides that on June 30, 2020, the low and high tip credit covered by the miscellaneous industries and occupations was increased by 50 percent. The new rates for the balance of 2020 and starting on January 1, 2021, are listed in the following chart:

The tip credit is eliminated on December 31, 2020, for workers in miscellaneous industries and occupations that, besides carwash workers, includes nail salon workers, dog groomers, valet parking attendants and others. According to the DOL, this group of workers consists of 70,000 persons.

The legislation for repeal of the tip credit downstate, which triggered the Governor’s action, was pocket vetoed since it was no longer relevant based on the DOL Order. If the Governor had signed this legislation, it would have taken effect 30 days after it was signed. As a consequence, the downstate carwashes obtained an additional 11 months before the tip credit will be fully repealed.

Some Tax Relief Ahead

On a positive note, Governor Cuomo’s 2021 Executive Budget proposal includes small business tax relief. It contains a provision that would reduce the corporate franchise tax rate from 6.5 percent to 4 percent on a business income base of more than \$290,000, with the rate reduction phasing out for taxpayers with a business income of not more than \$390,000. This rate change commences after January 1, 2021, if enacted. It is estimated to save small businesses \$35 million in taxes.

Carwash operators interested in a new business model should read a *New York Times* article entitled, “The Guerilla Car Washers of New York City.” It focuses on off-the-books carwashers operating in Upper Manhattan. **NC** William Y. Crowell, III, Esq. is a partner with Dickinson, Avella & Vidal in Albany. You can reach him at 518/369-7961 or wcrowell@dickinsonavella.com



William Y. Crowell, III

Minimum Wage for Tipped Workers in Miscellaneous Industries									
	NYC			Long Island & Westchester			Remainder of NY		
	MW	Low Tips	High Tips	MW	Low Tips	High Tips	MW	Low Tips	High Tips
12/31/19	\$15.00	\$12.75	\$11.35	\$13.00	\$11.05	\$9.80	\$11.80	\$10.05	\$9.80
6/30/20	\$15.00	\$13.85	\$13.15	\$13.00	\$12.00	\$11.40	\$11.80	\$10.90	\$10.35
12/31/20	\$15.00	\$15.00	\$15.00	\$14.00	\$14.00	\$14.00	\$12.50	\$12.50	\$12.50

New tip credit rates for the balance of 2020 and starting on January 1, 2021.

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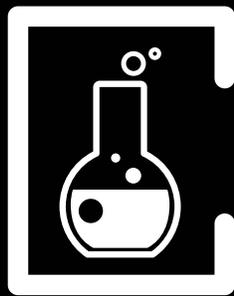


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