

# northeast carwasher



## **Pandemic Hastens Wash Model Conversions**

**“Taxing” Issues**

**Did You Hear That?**

**Reviewing Your  
Review Strategy**

**Venus & Mars Talk  
Election Impact**

**You Got Noise, And  
It's All Your Fault!**

# “SANITIZED FOR YOUR PROTECTION”



## SIMONIZ®

READY TO USE

INTERIOR CAR SURFACE

Sanitizer, Disinfectant  
& Deodorizer



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

***In today's environment, disinfecting and sanitizing hard surfaces is essential for the safety of your customers.***

TIME TO SWITCH YOUR CHEMICALS!



## SIMONIZ® DESALT

- Counteracts the activity of salt brines and rock salt on vehicle surfaces.
- Has anti-corrosive properties.
- Salt neutralizer - helps prevent rust.

|         |         |
|---------|---------|
| PA5568  | 5 gal.  |
| DR30568 | 30 gal. |
| DR55568 | 55 gal. |



GET THE MESSAGE TO YOUR CUSTOMERS

## PORTABLE SIGN HOLDERS AND SIGNS!

SNAP-IN FRAME FOR 28" X 44" WINDMASTER SIGNS  
\*\*SIGNS SOLD SEPARATELY, HUGE SELECTION AVAILABLE!\*\*

|        |                          |
|--------|--------------------------|
| WMS190 | Double Sided Sign Holder |
| WMS015 | Bug Master Sign          |

## KLEEN-RITE GUNS



- 10.5 GPM Max. Flow
- 4000 PSI Max.
- 300° F Max. Temp
- 3/8" FPT Inlet, 1/4" FPT Outlet



|          |          |
|----------|----------|
| GUK600W  | Weep     |
| GUK600NW | Non Weep |

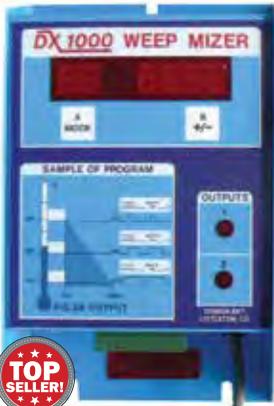
## KLEEN-RITE ANTI-FREEZE DETERGENTS



|          |       |         |
|----------|-------|---------|
| KR5AF-W  | White | 5 Gal.  |
| KR30AF-W | White | 30 Gal. |
| KR55AF-W | White | 55 Gal. |

|        |        |         |
|--------|--------|---------|
| KR5AF  | Cherry | 5 Gal.  |
| KR30AF | Cherry | 30 Gal. |
| KR55AF | Cherry | 55 Gal. |

DON'T FORGET FREEZE PREVENTION



## DIXMOR WEEP MIZER

- Keep your lines from freezing this winter with this weepmizer
- Cycles your weep system on and off for maximum dollar savings
- Battery backup eliminates reprogramming in case of power failure
- Easily programmable with two push buttons

T10100



## BUY IN BULK AND SAVE WITH KLEEN-RITE KITS



**5 PACK**  
3/8" F X M BRASS SWIVEL  
2000 PSI

SW0260-5



**5 PACK**  
3/8" M X F BRASS SWIVEL  
1000 PSI

SW0250-5

## CHECK OUT OUR NEW WEBSITE!



### ALL NEW!

- Streamlined check out
- Improved site speed
- Improved mobile shopping experience - easily place an order on the go!
- Easily redeem your Rewards points



## SHOP. EARN. SAVE.

Join the Kleen-Rite Rewards Club now!



Request your **FREE** copy of our **NEW** Towel Buying Guide today!

# northeast carwasher

Winter 2021

Vol. 26 No. 1

## CONTENTS

### FEATURES

**22** Pandemic Hastens Wash Model Conversions

**26** You Got Noise and It's All Your Fault

### EDITORIAL

**6** As I See It

### DEPARTMENTS

**8** Op-Ed

**12** Newsworthy

### COLUMNS

**30** Focus on Finance

**32** The Marketing Maven

**36** JoAnna's Gems

**40** Doug's Perspective

**44** Venus & Mars

**46** Gary's Tech Tips

**48** Towel Tips

### ASSOCIATION NEWS

**52** CAP News

**56** CCA News

**66** CWONJ News

**72** MCA News

**76** NECA News

**86** NYSCWA News

### ADVERTISING

**96** Directory of Advertisers

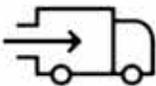
**94** Classifieds

... and more!





# THE SMARTER CAR WASH SOLUTION



#### EXCEPTIONAL SERVICE

Our commitment to service ensures your long term success



#### CONTINUAL INNOVATION

We're continually designing & manufacturing the most advanced wash equipment



#### OVER 50 YEARS EXPERIENCE

Our experience helps us guide you towards greater profitability



[www.pecocarwash.com](http://www.pecocarwash.com)

244 Rex Boulevard • Auburn Hills, MI 48326 • 800-448-3946 • 248-299-5800

# northeast carwasher

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

Contact the *Northeast Carwasher*  
at 518•280•4767 or  
Suzanne.Stansbury@icloud.com

### Please direct advertising and editorial inquiries to:

Media Solutions  
2214 Budd Terrace  
Niskayuna, NY 12309  
ph/f: 518•280•4767  
Suzanne.Stansbury@icloud.com  
northeastcarwasher.com

Advertising space reservations and materials  
for the Spring 2021 issue are due Feb. 2, 2021.  
Call 518•280•4767

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



Editor and Publisher  
Suzanne L. Stansbury



Art Director  
Katherine Watson



Contributing Editor  
Alan M. Petrillo

[northeastcarwasher.com](http://northeastcarwasher.com)

*Thank God, it's finally 2021!*

*The last eleven months have been surreal, challenging, heartbreaking and uplifting all wrapped into one rather bizarre package. Our industry fought to stay open when the world was shutting down and has embraced contactlessness with a vengeance. The result, for many, is near-normal volumes, and a new sense of accomplishment and drive. Once again, we have all learned that we need to be flexible and adaptable to survive and grow our businesses.*

*Our East Coast carwash associations, their boards, lobbyists and Executive Directors have worked tirelessly since March to ensure that legislators and decision makers know professional carwashing can be accomplished safely throughout this Pandemic and beyond. And, now, thanks to several viable vaccines, there is a clear beyond – at last. But this doesn't mean the associations have stopped lobbying and educating their state governments. The mission continues.*

### Thank You, Contributors!

*As we enter our 26th year of publishing the Northeast Carwasher, a loyal contributor and friend, Gary Sokoloski, recently reminded me that he has been contributing to the magazine's content for 15 years. By the end of 2021, he will have written 64 articles. He wondered who the record holder might be and that challenged me to sit down and figure that out.*

*Going back over the last quarter century of content took some time because I'd stop to read about new builds, legislative issues, weddings and births and challenges facing this great industry and its operators. And I'd see columnists and contributors who had poured their heart and soul and shared their expertise on its pages, some for as long as we've been publishing. Now, that's dedication!*

*Gary came in at #10, sharing his expertise on all things mechanical. His tips and tricks have helped countless operators be more efficient and wash more cars.*

*So, let's take a look at the rest of the cast of characters in the Top 10. Taking spot #8 and #9 are Perry Powell and Linda Feriod. Perry, the author of *A Sign of the Times* spent 18 years writing for us about signage design and placement, as well as how to deal with your local townships. My favorite Perry Powell piece, however, had little to do with signage and everything to do with his beloved RV, the Vixen.*

*Linda Feriod began writing a column as the Executive Director of the Car Wash Operators of New Jersey. Her most colorful claim to fame in the magazine, however, was as the first "Venus" in the wildly popular "Venus & Mars" column where she let her opinions and beliefs about carwashing be known in her own unique style. We have since lost Linda to the world of mortgages, but she will always be a carwasher at heart and a great friend.*

*Cookie Anthony comes in at #7 as a contributor for 20 years. Tidbits from Cookie kind of ran the gamut. Cookie was a long-time carwash operator and Connecticut Carwash Association board member. She and her husband, Al, would travel the country in their retirement and share carwash tidbits they would come upon. Cookie's "tidbits" are missed but not forgotten.*

*My long-time freelancer, Al Petrillo, or "Pit Bull" as he likes to be called, has been writing for me for 22 years. He comes in at #6. Our affiliation began when I worked at National Trade Publications (the former owner of Professional Carwashing & Detailing) and Al edited Ground Water Age (I know, YIKES!). He now resides in Arizona, but covers*

*Continued on page 10...*

# AERODRY<sup>®</sup>

THE QUIET DRYERS<sup>™</sup>

P 303.438.0120



**Any Wash. Anywhere.**

**Power & Performance**

**[aerodrysystems.com](http://aerodrysystems.com)**

## Iconic Elephant Car Wash Closes



Seattle's Iconic Elephant Car Wash, in the Denny Triangle neighborhood of the city, has closed permanently. A long-time staple north of the central business district with its frequently photographed elephant sign comprised of a bubble-gum pink rotating carnival of bent neon and 380 blinking lights, closed temporarily in March due to COVID restrictions, but shuttered its doors for good in early October, 2020. Owner Bob Haney could no longer afford to pay taxes and rent on the property and struggled with retaining staff, according to an article in the *Seattle Times*. The carwash lot, appraised at \$1,050 per square foot, is one of the most valuable pieces of empty land in the city. Haney's 14 other locations remain operational.

But what of the iconic elephant sign? Well, actually, there are two and the smaller of the two signs was gifted to Amazon, who had requested the sign. The online retailer, headquartered in Seattle, plans to restore the sign but has not indicated where it will be displayed. The larger sign is slated to go to Seattle's Museum of History and Industry. Those in opposition to the sign being removed are hopeful that the lot's owner (19,000 square feet of land), Clise Properties, will keep it in place.

Elephant Car Wash first opened on 4th Avenue and Lander Street in Seattle in 1951. Originated by Dean, Archie and Eldon Anderson, Elephant Car Wash was the first automatic carwash in Washington state. The family's second location, on Battery Street in downtown Seattle, home of the world-famous rotating elephant, was opened in 1956. The Anderson brothers sold Elephant Car Wash to Bob Haney in 1982.

NC

## PC/D Releases 2020 Top 50

*Professional Carwashing & Detailing* magazine's 2020 Top 50 List of Conveyor Carwashes is out with a number of noted Northeast operators. You can learn more about the entire list by contacting Rich DiPaolo at [rdipaolo@carwash.com](mailto:rdipaolo@carwash.com) or visiting [carwash.com](http://carwash.com).

Here's how it shakes out in the Northeast in the Top 30.

- #17 Delta Sonic, Buffalo, NY  
(30 locations)
- #20 Splash Car Wash, Greenwich, CT  
(26 locations)
- #23 Russell Speeder's Car Wash, Norwalk, CT  
(23 locations)
- #26 Hoffman Car Wash, Albany, NY  
(18 locations)
- #26 ScrubaDub Auto Wash Centers, Natick, MA  
(18 locations)

## WASH VOLUME INDEX

Our Wash Volume Index through October is a mixed bag, but not nearly as ugly as you may expect. Our upstate New York operator, Weekes, who reports with inbay numbers, is up 1.5 percent while our Jersey Shore carwasher, Rieck, is down 23 percent. Mid-Atlantic carwasher DuGoff is down 21 percent and metro-Boston's Ellard is only off 1.8 percent. Let's hope that the "busy" season shows up this year with a vengeance. We'll let you know with our spring issue's numbers.



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

NC

**Northeast Regional  
Carwash Convention**  
October 4-6, 2021

**NRCC**  
Northeast Regional Carwash Convention



**MORE WASH POWER™**

**GET AHEAD OF YOUR COMPETITION  
GET MORE GET MOTOR CITY**



**Site Specific  
Branding**

With 48 different color schemes available, our Color Skinz™ offer the best branding option in the industry! Let us help you stand out from your competition.



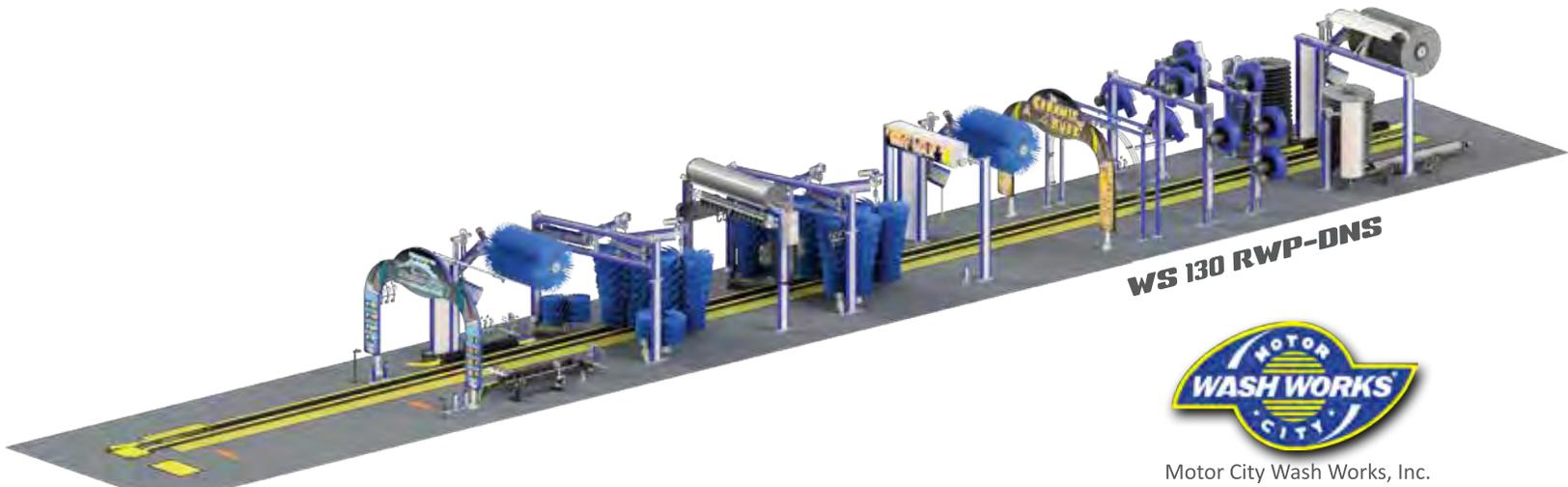
**Innovative  
Thinking**

With 10 of the most important Patents in the conveyor segment. It is obvious that we prefer to pave the way in the professional car wash industry.



**Space  
Efficient**

We've taken the measures in designing our equipment to fit and perform in the smallest footprint possible. Simply said, we fit more in to the same tunnel space!



**866.362.6377**

**[www.motorcitywashworks.com](http://www.motorcitywashworks.com)**



Motor City Wash Works, Inc.  
48285 Frank Street  
Wixom, Michigan 48393

# GFV 2020 Soggy But Successful!

Grace For Vets, the event where participating carwash locations give a free carwash to Veterans and Active Military personnel on November 11, was a bit soggy in many locations up and down the East Coast this year. Conte's Car Wash in Ocean, NJ, like many other participating locations, extended its event to better serve those who have served us.



We'll have an update on the final numbers in our spring issue, but hats off to all those who have served and still serve our country! Thank you, as well, to the operators who are giving back in their honor and to Mike Mountz, the former owner of Cloister Car Washes in Pennsylvania, for creating this inspiring program, and to Mark Curtis, of Splash Car Washes, for continuing the effort today. **NC**



Hoffman Car Wash in Albany, NY, didn't let a little rain put a damper on its Grace for Vets program.

According to Hoffman President, Ron Slone, "Having the opportunity to show our appreciation and respect for all those who have served, and are currently serving, our country is such an honor for our organization. It is our favorite day of the year."



To learn more visit [graceforvets.org](http://graceforvets.org)

*As I See It ... continued from page 6.*

*whatever I throw his way. I think the biggest frustration in his life, however, is trying to get busy carwash operators to return his calls!*

*Mike Benmoschè comes in at #5, and I'm sure he'll like hearing that! Mike, who now calls himself a "retired insurance guy," made carwash insurance his specialty. He poured his heart and soul into the industry for many years and his insurance columns were always poignant and practical. Mike contributed for 24 years.*

*The last four contributors have all written for the Northeast Carwasher for 25 years, and are now entering their 26th year. Doug Rieck, Ray Justice, PJ Cimini and the combined efforts of Larry Groepin and Val Sweeney from ERC Wiping round out the Top 10. Doug needs to get special recognition as he typically contributes two columns, Doug's Perspective and his CWONJ President's Letter (when he's president of that association; he's now in his second run, by the way). His unique and candid account of carwashing on the Jersey Shore is always insightful and real.*

*Ray Justice has a totally unique perspective on life, health and relationships that I value beyond words. His Connections column often gives me pause and never disappoints.*

*Towel Tips, the column that Larry began and Val has taken over for the last 21 years covers an under appreciated feature of the wash, yet one that, believe it or not, you can write about for a quarter of century!*

*And PJ. Cimini, the CCA's long-time lobbyist, has been representing the association and sharing its battles in his column for 25 years. Through legislative battle after legislative battle, PJ. has never wavered and always has the back of all Connecticut carwashers.*

*These are just the Top 10 contributors. Other contributors I cannot leave out are Paul Vallario and JoAnna Brandi who come in at #11 with 15 years of contributions, New York Lobbyist Bill Crowell at #12 with 14 years and Walt Hartl and Dan Udvig who round out this list at #13 with 12 years of contributions.*

*With this first issue of a new and reimagined year we are adding two new columnists to the magazine, Focus on Finance featuring Michael Ford and The Marketing Mavin authored by Beth Martin.*

*There is no way to adequately thank all our contributors past and present, but from the bottom of my heart please know that*

*you make this magazine the gem it is. You make me proud and you make this industry a better place. Thank you!*

*Stay healthy and optimistic.*



Suzanne L. Stansbury  
Editor/Publisher



**nRCC**  
Northeast Regional Carwash Convention

**Northeast Regional  
Carwash Convention  
October 4-6, 2021**



**NEW Keynote Speaker  
Chris Christie!**

Sponsored by



**NEW Welcome Reception  
Moves to ACCC!**

**Open to all attendees and vendors.**

Sponsored by



Host Hotel The Hard Rock Hotel & Casino on Atlantic City's Iconic Boardwalk

**Call 1-800-868-8590 or visit us online at [nrccshow.com](http://nrccshow.com)**

## ICA CHANGES THE CAR WASH SHOW 2021™ DATE AGAIN



The International Carwash Association® (ICA) board of directors has pushed out its 2021 show date from June to November 15-17 in the North Hall of the Las Vegas Convention Center, according to a press release issued by the ICA. The Westgate and Renaissance will remain as host hotels.

“The car wash business has proven to be incredibly resilient in 2020 and remains in growth mode despite the CO-

VID-19-related challenges facing other industries,” said ICA CEO Eric Wulf. “Our expectations for the business remain exceptionally positive as we look ahead to 2021, yet, as it pertains to industry gatherings, the conditions unfortunately remain challenging.”

According to ICA Chief Experience Officer, Kim Vinciguerra, “We believe that this later show date will increase

our ability to again deliver a world-class event for our attendees and exhibitors.”

The Car Wash Show® is the world’s largest gathering of carwash professionals and one of the largest exhibitions in North America.

The ICA plans to hold its 2022 event, six months later, in Nashville, TN, May 9-11, 2022.

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

## BELANGER WINS CSP RETAILER AWARD

Belanger, Northville, MI, a leading manufacturer of tunnel and inbay automatic vehicle wash systems, has been named the winner in the Car Wash/Forecourt Category of *CSP magazine’s* 17th Annual Retailer Choice Best New

Product Contest, according to a company press release. The winners of the contest, honoring the convenience store industry’s most successful product launches

from the past year, are chosen by an online poll of c-store retailers. Belanger won for its Cube® Soft-Touch inbay automatic wash system.

Belanger celebrated the honor during a virtual best new product happy hour hosted by CSP on October 14, 2020.

[For more information visit opwglobal.com/belanger](http://opwglobal.com/belanger) or [opwvws.com](http://opwvws.com)

## EXPRESS WASH CONCEPTS NAMED TO INC. 5000 LIST

Express Wash Concepts (EWC), Columbus, OH, has been included in the Inc. 5000 list of the nation’s fastest-growing private companies, according to a company press release.

Ranked #2,530 on the *Inc. magazine* list with 163 percent three-year growth, Express Wash Concepts is the parent company of Central Ohio-based Moo Moo Express Car Wash, Greater Dayton-based Flying Ace Express Car Wash and Greater Cleveland-based CLearn Express Auto Wash, and is headed by Express Wash Concepts John Roush. “Being ranked among America’s most dynamic small businesses is a great honor and testament to the hard work put in as we continue to grow our wash brands across Ohio,” said Roush. “We look forward to building upon our strong company foundation and offering exceptional growth opportunities to our team members and the best high-quality wash and customer service experience possible.”





- ◆ CERAMIC PROTECTION - HIGHEST LEVEL AVAILABLE!
- ◆ RESISTS DIRT & DEBRIS
- ◆ REFLECTS HARMFUL UV RAYS
- ◆ ULTIMATE SHOWROOM SHINE

# CERAMICTUDE

THAT FEELING YOU GET WHEN  
YOUR RIDE IS UNTOUCHABLE.



**TRY IT  
TODAY!**

**A NEW LINE, A NEW LANGUAGE.**

It's an all-new level of clean.  
And the only way to describe it, is to redefine it.



BLENDCO.COM ◆ 1.800.466.2091

Express Wash Concepts operates 26 Ohio-based express carwashes.

The 2020 Inc. 5000 is ranked according to percentage revenue growth when comparing 2016 and 2019. To qualify, companies must have been founded and generating revenue by March 31, 2016. They had to be U.S.-based, privately held, for profit, and independent, not subsidiaries or divisions of other companies, as of December 31, 2019.

**For more information visit [expresswashconcepts.com](http://expresswashconcepts.com) and [inc.com/inc5000](http://inc.com/inc5000)**

## UNITI EXPO PUSHES EVENT TO 2022



Due to expected COVID-19 restrictions, the organizers of the UNITI Expo, the leading trade show for the retail petroleum and carwash trade in Europe, have moved their event date from February 2021 to May 17-19, 2022.

The event is still slated for the Stuttgart Exhibition Centre in Stuttgart, Germany.

**For more information visit [uniti-expo.com](http://uniti-expo.com)**

## NCS PARTNERS WITH CSI

National Carwash Solutions (NCS), Grimes, IA, has partnered with Cleaning Systems, Inc. (CSI), DePere, WI, according to a company press release. "We are constantly searching for strong strategic partners willing to join the NCS family," said Michael Gillen, CEO of NCS. "CSI and its family of brands, led by Lustra, is an absolutely perfect fit with our brand portfolio. We're thrilled to partner with such an innovative company that serves many vehicle care channels, including carwash operators."

CSI's CEO David Krause agrees. "National Carwash Solutions was the clear choice as our strategic partner in terms of continuing our vision of being the industry leader in satisfying customer needs for clean and shiny vehicles," said Krause. "Only NCS has the brands, the proactive strategy and the market leadership that will drive our business to even higher levels. I am thrilled to watch the company I began so many years ago join the NCS family," concluded Krause.

According to Krause, CSI will continue to provide the same great sales, service and support to all customers as they have for the last 40 years.

NCS offers carwash systems, accessories and parts under the Ryko, MacNeil, Vacutech and TSS brands. It also offers a line of CleanTouch cleaning solutions, water treatment systems and accessories.

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

## DRIVEN BRANDS ACQUIRES ICWG

Driven Brands, Inc., Charlotte, NC, has acquired International Car Wash Group (ICWG) bringing its site total to more than 4,000 across 15 countries, and its annual sales to \$3.8 billion, according to a company press release. The company is now the largest automotive aftermarket services company by location count in North America, stated the release.

A portfolio company of Roark Capital, Driven has completed more than 35 acquisitions over the last five years. Its portfolio also includes Take 5 Oil Change, Meineke Car Care Centers, Automotive Training Institute, Maaco, CARSTAR, ABRA, Uniban, 1-800-Radiator & A/C and PH Vitres d'Autos. "We are excited to officially welcome ICWG to our growing family of brands," said Jonathan Fitzpatrick, Chief Executive Officer of Driven Brands.

Gabe Mendoza has been named President of ICWG North America, and Tracy Gehlan will be joining Driven as President of ICWG International.

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

## WASHIFY APPOINTS MICHAEL HADZIPANAJOTIS CEO

Washify Services LLC, West Roxbury, MA, has appointed Michael Hadzipanajotis chief financial officer. He is responsible for all finance and accounting, including treasury management and strategic growth.



Hadzipanajotis is a CPA and holds an MBA from Auburn University and a BS in accountancy from Bentley University.

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

## DRB ADDS BEACON MOBILE AS CERTIFIED INTERFACE



DRB®, Akron, OH, a provider of software and hardware innovations to the carwash industry, has added Beacon Mobile LLC, San Diego, CA, as a DRB certified interface, according to a company press release. The new integration allows critical information to flow between Beacon Mobile's customized carwash mobile applications and DRB In-Bay Solutions' Unitech® brand of pay stations, stated the release.

With the DRB certified interface, Beacon Mobile can develop mobile apps for in-bay automatic carwashes that use Unitech pay stations. "We're excited to work with Beacon Mobile to provide this important capability to in-bay automatic carwash operators," said Dan Pittman, President and CEO of DRB. "Our purpose is to help carwash operators grow and get the most out of their assets. Mobile apps provide a new path to increased profitability and customer satisfaction."

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

*Continued ...*



# Etowah Valley Equipment

Designer, Manufacturer and Distributor of Professional Car Wash Equipment



Endura**JET**  
Platinum

Endura**JET**  
GOLD

Endura**JET**  
SILVER



Made in  
Etowah, NC

Professional Grade Self Serve  
Systems for **EVERY** Budget !

Compact Modular Construction  
Prewired - Preplumbed - Ready to GO

Complete Systems from 1 to 12 Bays

All the bells & whistles.  
**ZERO** sticker shock.

## ETOWAH VALLEY

*We Know Bill Acceptors !*



Always in STOCK

Ready to SHIP !  
Vending Machines



\$ 2695 And Up

### NEW FEATURES

Buttons can be replaced **INDIVIDUALLY**, if needed !



Round Pattern



Inline Pattern

Choice of **RED**, **BLUE**, **YELLOW** or **GREEN** Lights



We Build  
Quality

Stainless Steel **BOOMS**

*Custom Lengths Available*

180° - 360° - Z Type - Straight

Special - SS "Z" Boom - \$ 349

## ETOWAH VALLEY EQUIPMENT, INC

47 Etowah Center Dr. - PO Box 1265  
Etowah, NC 28729

888 920 2646

Etowahmfg.com

Sales@Etowahmfg.com

## BEGIN JOINS STI CONVEYOR SYSTEMS

David Begin, Begin Insights founder and former International Carwash Association (ICA) president, has joined STI Conveyor Systems, Barrie, Ontario, Canada, as vice president of worldwide sales, according to a company press release. Begin will be based out of Denver, CO, and is charged with establishing U.S. operations.



He brings 14 years of experience to the new position. Prior to joining STI Conveyor Systems, Begin served as managing partner of the former Colorado-based Wild Blue Car Washes.

Begin is also the co-host of the podcast series, Car Wash The Podcast, which focuses on the professional carwashing industry and produces the video series, "The Manager's Minute" sharing advice on how to manage a professional carwash.

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

## SONNY'S ACQUIRES HARRELL'S

Sonny's, Tamarac, FL, a leading manufacturer of conveyORIZED carwash equipment, parts and supplies has acquired

Harrell's Car Wash Systems, Indianapolis, IN, according to a company press release. Harrell's, founded more than 40 years ago, is a leading distributor of carwash systems and supplies in the Midwest, Northeast and Mid-Atlantic. "Our partnership with Harrell's represents an opportunity to service our customers better locally," said Sonny's CEO Paul Fazio. "When I look back at the humble beginnings of both companies and the growth we've experienced, the passion and commitment to customers is what made Sonny's and Harrell's the companies we are today. Sharing this value is what makes this partnership possible."

The President of Harrell's, Chad Tearman, agrees. "Our commitment to helping inbay and tunnel carwash investors succeed is about finding ways to create a competitive edge for their business," said Tearman. "With Harrell's becoming part of Sonny's CarWash Services, our localized knowledge combined with Sonny's leadership position in carwash innovation and manufacturing will only elevate the solutions we deliver to all our customers on a local level to make them more profitable."

According to the press release, Harrell's will continue to be led by the same management team.

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

# Extrutech FORM Wall System

*Brighten Your Bays with Panels from EXTRUTECH*

- Concrete Form System
- Water and corrosion-proof
- Panels will not rust, rot or flake
- Custom cut panel kits to 20 feet
- Cleans easily - low maintenance
- Brightens the interior of any building
- Fewer seams - 2 foot wide panels
- Resists mold, mildew, bacteria growth
- 6" and 8" thick stay-in-place concrete forms
- Available in a bright white, high gloss, hard surface
- Low maintenance, easy-to-clean, with water/mild cleaner
- Protective film on both sides keeps panels clean during construction
- ICC-ES Evaluation Report ESR-4250

Visit our web site or give us a call to learn more about this great new product and our P1300 - 12", P1600 - 16" and P2400 - 24" wide liner panels.

Car Wash Walls with Extrutech FORM Panels

U.S. Patent 8,677,713  
Canadian Patent 2833,490  
Mexican Patent 344,648

ICC-ES ESR-4250

ICC-ES ESR-4583

Call TODAY For Details!

Suspended Ceiling and Doors also Available

20 YEAR LINER PANEL WARRANTY

Interlocking Wall & Ceiling Liner Panels

Poly-Board® Panels  
P1300 - 12" wide  
P1600 - 16" wide  
P2400 - 24" wide

Ask for Extrutech - Ask for the Best - The Best Surface, The Best Shine, and The Best Strength in the Industry!

Since 1992

**EXTRUTECH PLASTICS, INC.**  
Phone: 888-818-0118  
[www.epiplastics.com](http://www.epiplastics.com)

MADE IN THE USA

Manufacturing American-Made PVC Panels for 28 Years!

19079091, 2015 QMS Certified

## DRB LAUNCHES A MASTERBRAND

DRB Systems, Akron, OH, Unitec, Suds Creative, NoPileups and Sage Microsystems are now united under a masterbrand: DRB, according to a company press release. The masterbrand was formed to help carwash operators and quick lube shops chart new paths to growth with data-driven technology solutions, the release added.

In 2016 DRB Systems, a point-of-sale and tunnel technology provider joined forces with Unitec, which serves the unattended and C-Store carwash market with point-of-sale software and hardware. Soon after, the company added NoPileups, a tunnel management system that helps increase tunnel capacity and prevent collisions, Suds Creative, a consumer-behavior company and Sage Microsystems, a point-of-sale provider of business management solutions to the quick lube industry.

The companies will now unite under a common masterbrand with a common goal. "Since we joined forces, we've found that together, we are truly more than the sum of our parts," said DRB CEO Dan Pittman. "Now it's time for our brand to reflect that. Under the DRB masterbrand, we will forge ahead with a singular goal: To help carwash operators squeeze every ounce of profitability out of their investments."

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



## SONNY'S ACQUIRES FLORIDA CARWASH SERVICES

Sonny's Enterprises, Tamarac, FL, a manufacturer of conveyerized carwash equipment, parts and supplies, has acquired Florida CarWash Services, Apopka, FL, according to a company press release. Florida CarWash Services is a full line carwash equipment and supply distributor primarily serving the central and northeast Florida market. It is a family-owned company.

"I'm pleased to share the news that Sonny's has acquired Florida CarWash Services," said Sonny's CEO Paul Fazio. "They have been a Sonny's distributor over eight years and are known for providing superior service and support in Florida and helping carwash owners maximize revenues. We couldn't be any more excited to form this new business relationship with them."

Harold Chenoweth, President and CEO of Florida CarWash Services, echoes Fazio's feelings. "Being part of Sonny's strengthens our ability to provide the best service and solutions to help our customers be more successful," said Chenoweth.

Florida CarWash Services will continue to be led by the same management team, according to the press release.

[For more information visit sonnydirect.com](http://sonnydirect.com)  
[or flcarwashservices.com](http://flcarwashservices.com)

*Continued ...*

SAVE THE DATE  
**01.07.21**

**AQUA·LAB™**

 SCAN THE QR CODE TO SIGN UP  
or visit [hydrflexinc.com/aqualablive](http://hydrflexinc.com/aqualablive)

 HYDRA-FLEX  
FLUID INNOVATION

The graphic features a dark blue background with a network of glowing blue nodes and lines. The text is in white and light blue. The QR code is a standard black and white square.

Newsworthy ... continued

## SCWA PARTNERS WITH CANDLEWOOD EXPOSITIONS

The Southwest Car Wash Association (SCWA), Austin, TX, has announced a new partnership with Candlewood Expositions, a trade show management company, to manage the annual SCWA Convention & Car Wash EXPO, as stated in a company press release. According to SCWA President Jeff Blansit, "The annual SCWA Convention & EXPO has grown into an event that attracts more than

2,000 attendees from 37 states across the U.S. With the growth of the annual SCWA event, we want to build the management team to support the continued growth while keeping the same friendly, family Southwest hospitality."

Chuck and Jane Space will continue their great efforts in identifying the education and speaker content

while John Moriarty and his company, Candlewood Expositions, will manage the Convention & EXPO.

John Moriarty serves as principal of Candlewood Expositions and brings more than 25 years of trade show experience to SCWA.

SCWA Executive Director Chuck Space said, "Our goal is always working to provide the best experience possible for those who join us for SCWA events. John and his company bring a trade show background that will maintain this experience for both our attendees and our exhibitors."

The 2021 SCWA Convention & Car Wash EXPO is February 17-19, 2021, at the Fort Worth Convention Center, Fort Worth, TX. The event's Keynote Speaker is Steve Forbes, Chairman and Editor-in-Chief of Forbes Media.

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



We are the world-leading carwash manufacture company with distribution networks all around the world.

**CUSTOM GRAPHICS**

**7FT TALL**

*Check out our bingo signs!*

**6FT LED'S**

**CAR WASH SHOW**

Watch Now:

**Ask about our LED's and Bingo Signs.**

**COLEMAN HANNA**  
CARWASH SYSTEMS LLC  
AN O'HANRAHAN COLEMAN COMPANY

Quality Car Wash Equipment For Over 60 Years.

@colemanhannacw  
 @ColemanHannaCarwash  
 Coleman Hanna Carwash Systems LLC

Coleman Hanna Carwash Systems LLC  
 @ColemanHannaCW

5842 W 34th St • Houston, TX 77092 | Ph: 1.800.999.9878 • 713.683.9878  
Info@colemanhanna.com www.colemanhanna.com

## MICROLOGIC, WELCOMEMAT PARTNER

Micrologic Associates, Ledgewood, NJ, has partnered with Welcomemat Wash Solutions, Atlanta, GA, as the exclusive marketing partner for all Micrologic current and future customers, according to a company press release.

Welcomemat provides data-driven digital and traditional marketing solutions to drive carwash growth so that operators can capture critical consumer data in real time. This partnership will help Micrologic customers grow their monthly wash programs. "Micrologic has a deep knowledge and expertise in carwash management solutions," said Miguel Gonzalez, president and CEO of Micrologic. "This partnership aligns with our core strategy on many fronts and can help provide our mutual customers with greater insight to make more informed decisions about their marketing needs."

For more information visit [micrologic.net](http://micrologic.net) or [welcomematservices.com](http://welcomematservices.com)

Continued ...



# TRUSTED BY MORE TOP 50 CAR WASH CHAINS Than All Other Technology Providers Combined

Proven Partner for Car Wash Point-of-Sale  
& Tunnel Technology

## EXPERIENCED

Helping entrepreneurs discover the American dream of running a business since 1984

## PASSIONATE

Fiercely dedicated to point-of-sale and car wash success

## PIONEERING

Commercialized unlimited wash plans, and now leading the way with consumer data insights

## FLEXIBLE

Providing POS solutions that work with any tunnel controller



**Start your car wash journey with DRB today.  
Call 800.336.6338 to schedule a free consultation.**



[www.DRB.com](http://www.DRB.com)  
#ExploreGrowth

## MOO MOO EXPRESS BREAKS GROUND ON TWO SITES

Moo Moo Express Car Wash, Columbus, OH, has begun construction on its 18th and 19th Central Ohio locations, according to a company press release. Both sites are scheduled to open in late 2020 in Westerville, OH.

The Westerville North location will feature 20 free vacuums and the Westerville South location will have 19. Both locations will include the Moo's classic 3,600 square foot white barn wash tunnel, remain fully staffed during operating hours, and offer a full-stocked retail office, said the release.

"We strive to provide our customers with award-winning customer service and convenient, easily-accessible locations throughout central Ohio," said John Roush, Chief Executive Officer of Express Wash Concepts and Founding Partner of

Moo Moo Express Car Wash. "These two new Westerville locations will not only expand our fast, high-quality and environmentally friendly carwash series to our loyal retail customers and Club Members, but also expand our ability to give back through our MooCares community relations initiatives."

Express Wash Concepts is the parent company of Dayton Ohio-based Flying Express Car Wash, Central Ohio-based Moo Moo Express Car Wash and Greater Cleveland-based CLEAn Express Auto Wash featuring 32 locations and growing.

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



Moo Moo's Westerville North location.



Moo Moo's Westerville South location.



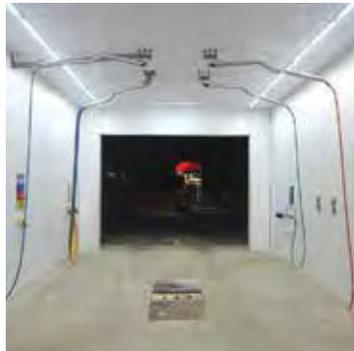
**G&G**  
INDUSTRIAL LIGHTING  
T: 800.285.6780 E: sales@ggled.net  
[www.ggled.net](http://www.ggled.net)

## CARWASH LIGHTING

Highly engineered LED lighting for corrosive, wet & dirty environments

🇺🇸 Made in the USA 🇺🇸

Wash Bay & Tunnel • Color Effect & Arch • Vacuum & Canopy



## CLEAN EXPRESS RAISES \$3,000 FOR RAKE

CLEan Express Auto Wash, Cleveland, OH, has donated \$3,000 to Cleveland's Random Act's of Kindness Everywhere (RAKE), a non-profit organization that supports the community in a positive way, according to a company press release. Donations were collected from CLEan Express Auto Wash customers at the company's inaugural Grand Opening/Free Wash Week held August 7-16, 2020, at the location on Carnegie Avenue in Cleveland, OH.

During this Grand Opening, CLEan Express Auto Wash offered a free signature "CLEan-est" carwash, valued at \$18, to every customer in exchange for a monetary donation to RAKE. Discounted retail gift cards were also offered and all those proceeds were donated back to RAKE. More than 2,120 free washes, at a retail value of \$38,000, were given away. "As we introduce our CLEan brand to the Cleveland market, we wanted to draw upon our Free Wash Week to highlight and raise money for a local organization that works tirelessly to spread joy throughout Cleveland," said John Roush, Express Wash Concepts CEO.

In 2020, RAKE positively supported Cleveland-area communities with initiatives including providing meals daily to children and families in need, producing masks for unsung frontline heroes, to entertaining the elderly by hosting and DJ'ing senior proms throughout Northeast Ohio.

CLEan Express Auto Wash in Greater Cleveland has five locations currently open or under construction here.

Additional locations are slated to open in Middleburg Heights, Parma and Solon. CLEan Express Auto Wash is part of the Express Wash Concepts portfolio, which includes 27 Central CLEan Express Auto Wash sites and is part of the Express Wash Concepts' portfolio which includes 27 Central Ohio-based Moo Moo Express Car Wash & Greater Dayton-based Flying Ace Express Car Wash locations.

**For more information visit [express-washconcepts.com](http://express-washconcepts.com) or [rakenow.org](http://rakenow.org)**



CLEan Express Auto Wash, Cleveland, OH.

*Continued...*

**SOBRITE**  
WATER TREATMENT SOLUTIONS

### ALL YOUR CAR WASH WATER NEEDS

**ERO**  
20,000 GPD Shown

- SPOT FREE Rinse
- Stainless Steel Frame

**SIZING OPTIONS:**

- 5,000 GPD
- 10,000 GPD
- 15,000 GPD
- 20,000 GPD
- 25,000 GPD
- 30,000 GPD

**Components Only - Frame Not Included**

**designed to be added to any existing reclaim system**

- Proven odor control
- Easy retrofit
- Annual maintenance under \$200
- 120 VAC 15amp

**ERS Easy Reclaim System**  
ERS 100 Shown

- Proven odor control
- UL listed control panel
- Easy retro fit applications
- Cost effective solution

**REQUEST A QUOTE TODAY!**  
**800-762-7483**  
**[info@sobrite.com](mailto:info@sobrite.com)**

## KLEEN-RITE MOVES EXPO DATE

The biennial Kleen-Rite Expo, Columbia, PA, has been moved from its November 2021 date to November 16, 2022, according to Kleen-Rite Director of Marketing John Tobias. The date change is the result of the International Carwash Association's The Carwash Show® moving its event to November 15-17, 2021.

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



# Pandemic Hastens Wash Model Conversions

By Alan M. Petrillo

“This isn’t new, but with so many things up in the air, furthering automation is about more than just lowering your labor costs, it’s about giving you the flexibility to remain in business with so many changes happening outside your control,” he observed. “Combine that with gaining a predictable revenue stream from a monthly unlimited program where customers can sign up and pay from a phone or pay station with just a license plate, and that’s what today’s operators are looking for.”

Stu Markowitz, owner of Posh Car Wash with locations in New York and New Jersey, says he converted three full-service washes in New Jersey to express exterior models.

“We were made to shut down our full-service operations for a couple of months because of COVID-19,” Markowitz said, “and after we were allowed to open up again, the car count never came back. So we went to the express-exterior model, which mathematically makes sense because of the lower labor costs.”

Markowitz said that with the virus still active in the states in which he operates, he feels more comfortable having his staff operate without any full contact with customers.

“We have greeters, but no pay stations, although in the future it would be more economical and efficient to go that route,” he said. “We are leaning toward a pay station format at our New Jersey locations in Roselle, Plainfield and Sayreville where it can be done, but at our Brooklyn location it would be tough because of the space issue needed. We like the express-exterior model because it’s less complicated, more efficient, better labor wise, and easier to run than full service.”

Al Rogers, IT manager at Shammy Shine, with locations in New Jersey and Pennsylvania, says the company has 11 exterior-express locations in New Jersey, one full-serve carwash, and is building its 12th express exterior carwash. “We converted our first full-service wash to express exterior in 2010, then two more in 2014, and bought an existing full-serve wash in 2017 and converted it to express exterior before reopening it,” Rogers pointed out. “Each of the conversions was for a different reason, shrinking volume, labor costs, not a good labor pool, difficulty in finding employees, and trouble with finding a good manager.”

Rogers believes that full-service carwashing is in a death spiral with profitability slipping, meaning an operator has to raise prices, which reduces volume, so the operator then has to cut labor, which affects the time taken to complete the wash. And personnel issues can be a hardship, he maintained.

**F**ull-service carwash operators are used to facing challenges be it from competition, tight labor markets, the weather or the economy. But COVID-19 has forced some full-service operators to reconsider their business model altogether given the current trend toward contactless washing. Does the once lucrative, albeit challenging full-service model, still make sense? Or, is conversion to a flex or express exterior wash a better option?

Anthony Analetto, president of Sonny’s CarWash Equipment, Tamarack, FL, said that while interest in full serve to express conversions has been growing steadily for years, the uncertainty of COVID-19 restrictions and forced closures back in March heightened the urgency for many operators.

“Suddenly, the beauty of the express-exterior model was about more than just reducing labor and management headaches,” Analetto said. “Express exterior’s hallmark automation and limited human interaction suddenly became a distinction that could determine whether you were permitted to remain open washing cars, or forced to close your doors entirely.”

At the time of this interview in November, Analetto pointed out, “I can think of more than a dozen full-serve conversion projects that have come in over just the last couple of months; a dramatic increase, and a trend I expect to continue as uncertainty surrounding COVID-19 restrictions continues.”

Analetto noted that the top three reasons that operators are telling him they’re considering a full-serve to express conversion are that they are looking for automation, control and predictability.



*Magic Wash in Manahawkin, NJ, converted to a flex-serve model in 2006. At that time, operator Doug Rieck added a second set of wraps and re-equipped the tunnel with a new dryer, tire shine and wheel brushes.*

“Finding a really good full-service manager is hard,” he said. “A lot of full serves have mom-and-pop ownership that is on site, but when you don’t have a stakeholder there, it’s difficult to find a manager who can deal with all the customer and labor issues.”

## Conversion Challenges

On the other side of the conversion question are its challenges. “The challenges are the expense in putting in the pay stations,” Rogers said, “and then you have to upgrade and/or add equipment so you don’t have to prep the vehicle. You also have to increase your air dryers so you don’t have to wipe down the vehicle, and you should be putting in free vacs, but not every lot has the space to put in 16 to 20 free vacs.”

Before converting, Rogers said he would typically have 20 employees working on a Saturday, but with the express-exterior model, he only has three or four.

“Our full-service hours of operation used to be 8 am to 6 pm, and we had to stagger the hours of employees coming in, and stagger them going away at the end of the day,” Rogers not-

ed. “With express exterior, we are open from 7 am to 7 pm, and on a busy day we need three employees – one to bring the cars in, one to deal with customer issues, and one manager.”

Analetto agrees that two of the biggest obstacles of going from full serve to express exterior are space and doing the math.

“First, make sure you have the space to add lanes for pay stations and free vacuums,” he said. “Second, run the numbers to make sure it makes sense to do so. Converting a wash is a numbers game with volume requirements. To serve as a guide, I strongly suggest operators refer to a recent pro forma for traffic counts, capture rates, visibility, weather and demographics pitted against their package pricing, hours of operation and service levels.”

## Are Equipment Upgrades Necessary?

Analetto noted that every tunnel, full, flex, or express, should deliver a clean, dry and shiny vehicle at its peak anticipated volume with absolutely no labor. He recommended getting a pro forma run to determine what your new peak volume would be as an express-exterior carwash.

“If you need to add equipment to deliver a quality service level at that volume, then yes, you may need to upgrade your equipment package,” he said. “Likewise, if you’ve been using labor to supplement for inadequate equipment, you’d be looking at upgrades to fully automate the wash process.”

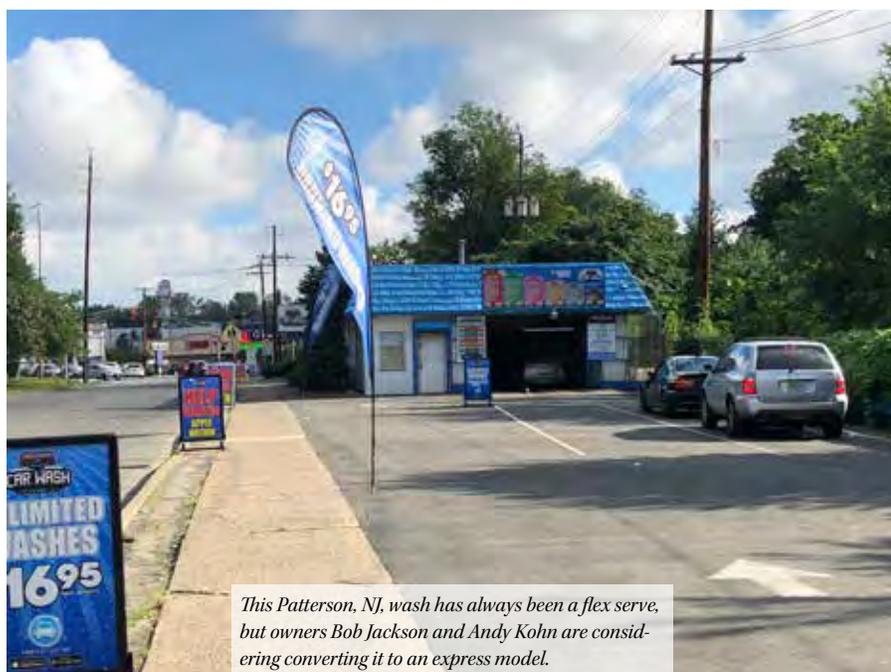
But if an operator can get over those hurdles, there are benefits in the offing.

“The beauty of the express-exterior model is automation and limited human interaction,” Analetto pointed out. “The pay stations, drive through tunnel, and (option to use) free vacuums allow customers to conveniently wash their cars without ever exiting their vehicles.”

Andy Kohn, co-owner with Bob Jackson of Ride N Shine Carwash in Patterson, NJ, said that Ride N Shine has always been a flex-serve wash, and that he and Jackson are considering making a move to the express-exterior model.

“During the COVID-19 shutdown, we had to stop offering full service,” Kohn said. “Then

*Continued ...*



*This Patterson, NJ, wash has always been a flex serve, but owners Bob Jackson and Andy Kohn are considering converting it to an express model.*

## Pandemic Hastens Wash Model Conversions ... *continued*

when it was allowed, we waited awhile before starting it again. We now are offering full service with our employees masked and in personal protective equipment (PPE).”

But Kohn and Jackson are leaning toward making a switch to express exterior because of the cost of labor, and the difficulty in finding employees.

“Full service had grown to about 40 percent of our business before the pandemic,” Kohn said. “After COVID, we expect it to be about 25 percent. Our upcharge for flex/full service had been \$5 added to whatever package was chosen, but we will be looking at that number and considering the cost of the service and likely will increase it.”

Kohn gave the example of two employees cleaning the inside of a car, wiping all windows, the dash, door jambs and vacuuming.

“Each employee costs \$15 an hour and it takes about 15 minutes to do a car so we can do four cars an hour at a labor

cost of \$30,” he said. “That means we need a \$7.50 up charge just to cover their cost, and at no profit to the business.”

### At What Price?

When making the change from full serve to express exterior, you have to price your washes accordingly.

“It’s not as simple as slashing the price of your full-service packages,” Analetto said. “Express exterior is a different wash model, a completely different animal. Many operators are leveraging a branded experience and premium ceramic applications to command a \$25 exterior drive-through top package.

“Express delivers a different value proposition in speed and convenience to a full-serve wash and from that foundation labor can be added to perform interior cleaning or detailing services as a flex serve,” said Analetto. “In fact, many full serves I know are exploring options to convert to some flavor of a flex serve.”

Doug Rieck, owner of Magic Wash Car Washes in Manahawkin, NJ, believes that full-service carwashing originated in New Jersey, but thinks that its day has come and gone.

“We’re seeing a lot of conversions in New Jersey, Rieck said. “In my town a full serve recently converted to an express flex serve, and a regional investor built a new express exterior wash. But you have to have room to do an express



*The Phillipsburg, NJ, site includes a lube and an express wash model.*



*The pay stations at the Shammy Shine location in Allentown, PA, create a great flow into the wash.*



exterior. At the entrance you need at least two auto cashier lanes about 80 to 100 feet long, and those two lanes go down into a “Y” at the wash entrance. If you are doing flex service, you need two lanes, four cars deep for the full-service work.

Rieck noted that his operation is a mid-volume wash that’s run with a manager, guide-on attendant, and two or three employees for the flex-service finishing line of vacuuming and window cleaning.

“Contrast that with a full-service wash that has at least 10 employees working, plus a cashier,” he observed. “The savings in labor costs are significant.” **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](http://www.amazon.com)*

# Thinking of selling?

*Let us bring YOU an offer!*

Put our 30 years of Car Wash and Quick Lube industry and brokering experience to work for you to **GET THE BEST PRICE.**

- ✓ We sell all types of Car Washes (Express, Full Serves, Lube Combos)
- ✓ Qualified Buyers actively seeking Car Wash clusters and single units

*Jim O’Leary  
Car Wash &  
Quick Lube  
Business Broker*

**518.469.0983**

**CciJim@aol.com**

**CORPORATE  
CONSULTANTS**   
*International Inc.*

**I’d be glad to speak with you  
confidentially about your  
business and the current  
market – no obligation.  
CALL TODAY!**



# You Got Noise and It's All Your Fault

By Dave DuGoff

**D**o you remember those goofy signs over the bar that said things like, “Mama don’t allow no banjo picking round here,” or “No Spitting, Cussing or Gambling?” Whatever might be fun for some is an annoyance to someone else. The problem is that the “someone else’s” run for city council and pass laws against fun. The problem is compounded when “someone else” lacks the courage to enforce the new law directly and finds a sneaky way to shift the responsibility of enforcement on to you.

What is “fun” can certainly become obnoxious. Where it crosses the line is difficult to say precisely. Fortunately, there are decibel meters that measure “fun” to tenths of a decibel. Exceed the legal limit and “fun” just became an excessive noise violation citation that bears a \$500 fine. That part is not fun. Is it fair for the police to respond to a noise complaint, “shush” the person just having fun, and then issue a citation, not to the loud fun lover, but to the owner of the property for failing to do enough to control the person having fun? They never cite the loud fun lover, but we have had three citations. I do not think it’s fair, and neither did the Judge.

I think that carwashes across the country are dealing with variations of this scenario, especially self-serve carwashes that are open 24/7 and are not staffed at night. The excessive noise comes in two basic types: loud music, especially while vacuuming, and engine revving from modified mufflers that roar and backfire. The fun lovers are usually youngish, under 40, who spend a lot of time and money maintaining their old Hondas, Subaru’s and Chargers. I see them working at Home Depot and Best Buy. Some are car mechanics. When you talk to them, they are pleasant and respectful. But, beneath that calm exterior there is a burning need for recognition – “I’m here world, deal with it!” The government can outlaw everything, but that need will pop up somewhere else.

Now, I have owned sports cars. I loved my Atlanta Blue BMW Z3. I should have kept it. It wasn’t loud, but I do think it got noticed. Then there came a time when I couldn’t really bend down that low to get in and out of it. Now I drive a Chevy Volt, no noise at all, have not bought gas since January, and it’s very comfortable. A different kind of thrill, I suppose. Driving is supposed to be fun and as carwashers, we cater to people who want to pamper their car. Right?

There are state, county and city laws that prohibit excessive noise. The City of College Park, MD, Noise Ordinance makes it illegal for a property owner to “**permit any noise**” above certain decibel levels.<sup>1</sup> What does it mean to “permit any noise?” If the property owner “(h)as **failed to take action reasonably calculated under the circumstances to prevent a violation**” of the noise limit.<sup>2</sup> According to the City Attorney, if there is any excessive noise coming from your carwash, you obviously haven’t done enough to prevent it.

I think there are a lot of ways of looking at what is “reasonably calculated under the circumstances.” I do think that whether an action is likely to be effective and whether it is safe for you and your employees are relevant factors. We might think that doubling our payroll is unreasonable. The City sees that as a cost of doing business. I’d like to share an exchange I had with our Mayor. On October 19, 2020, he sent us an Instagram message on the eve of our hearing in District Court, probably not aware of that.

Many thanks for your work to try to get customers to quiet down and not play loud music and disturb the neighbors. It sounds that, unfortunately, the noise issues continue to be a concern, and a resident informed me that drivers with modified exhaust systems have been gathering at the carwash evenings and weekends and playing loud music and revving their engines. It would be great if you all could have someone on site more frequently during these times to monitor this. Thanks!

At the hearing on October 21, the City presented a rather

1 Section 138 -5 (A)(2). For the owner or occupant of real property located within the City to make any noise or operate any sound amplifier on said property, or to permit any noise to be made or any sound amplifier to be operated on said property, so as to be clearly audible to any person located beyond the property line of such property at a level higher than 65 dBA during the day or 55 dBA during the night, as such sound may be measured from any point along the curb in front of the property line upon which the noise is being generated ...

2 Section 138-5 (B). It shall be unlawful for the nonresident owner of a property to permit the occupants of such property to violate the provisions of Subsection A of this section. The owner shall not be deemed to have violated this subsection unless the owner, or owner’s agent:

- (1) Has received notice from any source, that a current or prior occupant of such property has, or is alleged to have, previously engaged in conduct that violates this section regardless of whether a finding of a violation by the Noise Control Board or by a court of competent jurisdiction was made; or
- (2) Has failed to take action reasonably calculated under the circumstances to prevent a violation of this section from occurring or recurring.

long, drawn out case explaining how they take the noise readings and how many complaints there have been. (There have been a lot). At the conclusion of the City's case, our lawyer asked for judgment, which the Judge granted. He said the City failed to offer evidence that we had "permitted" the excessive noise. That was it, we never presented a defense and I never had a chance to say the wrong thing.

I responded to the Mayor on October 27, not knowing that another noise citation was already in the mail.

Mr. Mayor,

*In response to your concern about the noise situation, I agree the behavior is very inconsiderate, and that something has to be done. The first question, I think, is what is likely to encourage people to modify such inconsiderate behavior? The second question is who has the ability and authority to effectively encourage people to modify their behavior? There are subsidiary but not insignificant issues that include risks of personal injury or property damage and cost.*

*As you know, we have posted 14 bilingual signs permanently, and another larger version that rotates in our front sign panel. Two of these signs were posted years ago. Twelve were posted in the spring of 2019. In addition, we have systematically used social media to encourage civility, Practice Kindness, Practice Courtesy, etc. We have posted reminders that there is a City Noise Ordinance and that violators risk getting a \$500 fine.*

*We feel that the City's refusal to cite the offenders directly undercuts our credibility. We have been saying to people, "please turn it down, you don't want a \$500 ticket." The experience of the offenders is like a game of cat and mouse. If they play the music loud, or rev their engines, the police might ask them to turn it down. But there is never any real consequence for the violators. So, why should they stop? We say that they will get a big fine, but it never happens.*

*When we say to a "fun lover," the City is on our case and the City wants to fine us for your loud music, you can read the thought*

*bubble over their head. "Gee, that's too bad. I break the law and the Car Wash pays the fine. Giggle, giggle." Citing us has no impact on the offenders, and in effect gives them a weapon to use against us. If we confront them about the noise and they feel that we are "disrespecting" them, they can come back later, crank up the volume and party on.*

*You asked that we staff additional hours. I do not think it would be effective, or safe. For example, on Sunday 10/18/20 at*

*about 11 am, I asked someone to turn down the music and he became very indignant and threatening. I called the police, and none responded.*

*On 10/21/20, around noon, a customer took two swings at our attendant who was trying to help him use a credit card. These two instances were in broad daylight. When we intervene directly, we risk entering a situation that we cannot control. While the police can leave after a confrontation, we are still here every day and become vulnerable to retribution from people who feel that we have harassed or disrespected them. I have already attended the funeral for an employee killed while on duty. I hope not to attend another.*

*There has been a significant change in the type of noise and the time of day that it occurs. Until recently, the events were almost entirely on Friday evening at about 7:30 pm,*

*and the problem was loud music. Over the last year, the problem has become more about engine revving, and the time of occurrence has become later at night. Several have occurred around midnight. The engine revving violation presents unique problems of intervention. Some cars have a switch to control the amount of noise coming from the muffler. I'm no expert, but I understand that factory production cars, like the Corvette, have a "track" setting to turn the excessive noise on and off, but most vehicles with after-market modified mufflers do not have a switch. Whether these cars are "street legal" is beyond our ability to determine, much less control. Even if we ask a violator to refrain from "revving" his engine, he cannot or at least, he does not. When he steps on the*



College Park uses this signage on light poles and vending machines to keep the noise down!

Continued ...

## You Got Noise and It's All Your Fault ... *continued*

gas, it makes noise. It appears he has no control over the volume, and we have no influence over the violator. This is purely a matter for police intervention.

*It should go without saying but, during this time of the Novel Coronavirus, it should be our intention to reduce the number of face-to-face interactions between our staff and customers, including noise violators. Every instance of interaction carries the risk of infection.*

*This is a difficult problem that we do not want to make worse. To be effective in modifying the behavior of the general public, we need to think creatively and marshal resources cooperatively. There must be a way to use technology to confront the noise makers in a safe manner. I do not have a fully thought out plan, but as you may know, we post two webcams on our website. Perhaps we could expand our camera system in some way and make it available to the City. I am open to the City's suggestions.*

*I hope that we can find a way to work cooperatively and effectively.*

So, we won in court without ever putting on a defense, and I reached out to the Mayor to work cooperatively. How do you think that went over? Another noise citation for an event two days after the court hearing. Below is a photo of three police officers confronting the "fun lover," with two more in the background. It takes three police cruisers, two unmarked cars and the city inspector's car to "shush" loud music.

Sheesh.

We are carwash operators. We are good with electricity, plumbing and chemistry. We are not social workers. **NC**

*Dave DuGoff has been "picking up after people" for more than 50 years in this industry. He has been on the Mid-Atlantic Carwash Association board for 20 years, and the Northeast Regional Carwash Convention (NRCC) board for 15 years. He has spoken and led panels at the International Carwash Association conventions and the NRCC. He is also a recovering lawyer. You can reach Dave at [dave.dugoff@gmail.com](mailto:dave.dugoff@gmail.com)*



At College Park Car Wash in College Park, MD, it took three police officers (and two more in the background) to get this "fun loving," noise-making customer to keep it down at the wash.

# ELEVATING THE CUSTOMER EXPERIENCE



Hamilton's comprehensive range of entry systems and marketing products help increase revenue and set your car wash apart from the competition.

Our solutions are designed for maximum performance in tunnel washes, in-bay automatics, and self-serve bays.



## HTK & CTK Pay Stations

Custom cabinet and touch screen graphics

- Sell individual washes, RFID packages, and wash bundles

- Seamless integration with our Custom Mobile App program

- Unbeatable security and durability



## Custom Mobile App Program

Branded and named after your car wash business

- Lets customers buy & gift washes, earn loyalty points, join a monthly wash club, and pay for services directly from their phone

- Track customer activity and spending habits

- Android and iOS versions



## EXPRESSPASS RFID System

Monthly wash clubs ensure continuous, recurring revenue

- Small windshield tag initiates the wash service for the customer, simplifying the transaction process

- Supports faster throughput so you can wash more cars



## HOSTED SOLUTIONS Management Console

Your one-stop resource for Custom App and ExpressPass management

- Also offers comprehensive reporting, single use codes, receipt code marketing, and equipment status checks

- Supports multiple users, with custom access levels

For information on our full range of high performance products & services, visit us at [hamiltonmfg.com](http://hamiltonmfg.com)



# “Taxing” Issues

By Michael Ford

If you're like me, I dread thinking about taxes. However, with the new administration in the White House and the real threat of tax increases to business owners, it's more important than ever to have a plan to manage your business and reduce your tax burden. One way for carwash operators to manage both taxes and labor is by automation.

The reduction or elimination of labor by automation is happening all across the board throughout many industries. In the carwash business, washes from Maine to California are investing in new technology. One advantage to investing in your future and acquiring equipment needed to help grow and manage your carwash business is getting the benefit of Section 179 tax deductions.

## What Are Section 179 Deductions?

Section 179 deductions allow taxpayers to deduct the cost of certain purchases as expenses when used in service. When you buy property, like a machinery or equipment, you can get tax deductions for buying and using them for business purposes. These deductions are taken as depreciation on your tax returns. Depreciation is the way the IRS allows businesses to write off the cost of buying equipment.

The good thing is that these deductions can save you money on your business tax return. Even better, you may be able to take bigger deductions in the year when you first buy and begin using this property by taking a Section 179 deduction.

The IRS set up Section 179 deductions to help businesses by allowing them to take a depreciation deduction for certain business assets in the first year these assets are placed in service. The concept of depreciation for an asset is typically a deduction spread out over a number of years (the asset's useful life). In many cases, the useful life may be 7 to 10 years or longer.<sup>1</sup>

Section 179 deductions speed up the deduction period by taking all of the cost as a deduction in the first year.<sup>2</sup>

## Deductions Now or Later?

By taking the deduction now, you are able to reinvest the tax savings immediately, therefore, compounding your return on investment (earning interest on interest). To illustrate how compounding works, suppose you save \$10,000 in taxes and you put that money in an investment that pays 5 percent interest annually. After the first year, the total account balance has risen to \$10,500 which is a simple reflection of \$500 in interest being added to the \$10,000 principal. However, in year two, you get paid interest on both the principal and interest you earned in year one. After 10 years of earning interest on interest (compounding), the account would grow to \$16,288.95. So, this example shows that having \$10,000 tax saving today is actually worth significantly more than if you were to receive that same \$10,000 tax savings 10 years in the

future (\$10,000.00 today can equal \$16,288.95 in the future).

The IRS limits the kinds of assets that can be expensed with a Section 179 deduction, as well as the amounts of the deductions. This deduction process can be complicated, so check with your tax professional if you consider taking a Section 179 deduction.

## How Section 179 Deductions Work

The IRS has two general requirements for business property that qualified for a Section 179 deduction. To begin, the property (called qualified property) must be tangible, depreciable, personal property acquired for use in the active conduct of a trade or business.<sup>3</sup>

You can only take the Section 179 deduction for property used more than 50 percent for business purposes, and you can only deduct the percentage of business use. For example, if you buy a vehicle for your business and use it 60 percent of the time for business, you can take a Section 179 deduction for 60 percent of the vehicle's cost.<sup>4</sup>

If you use the asset less than half the time for business, you can't take a Section 179 deduction.<sup>4</sup> The property must also be purchased for business use and put into service in the year you claim the deduction. Putting an asset into service means you have it set up and you are using it in your business. Buying a piece of equipment and then letting it sit and gather dust doesn't count. Business property purchases that can qualify for Section 179 deductions include:

- Machinery and equipment
- Business vehicles with a gross weight between 6,000 and 14,000 pounds<sup>5</sup>
- Business personal property that isn't physically built into a building (everything from office furniture and equipment to computers to off-the-shelf software)<sup>4</sup>
- Costs of improvements to a business building interior, fire suppression system, alarm and security systems, HVAC and even a new roof may receive a 179 deduction.

You can't take a Section 179 deduction for land and land improvements (i.e. a new building or paved parking areas).<sup>6</sup> There may also be some additional restrictions and exclusions on this list, so check with your tax professional to confirm if the asset being purchased is eligible.

## How to Take a Section 179 Deduction

To take a Section 179 deduction, do the following:

- Purchase qualified property and start using it during the year
- Keep records on the date of purchase, the date you started using the property, and all costs associated with the purchase, like freight and setup

- Add up all the items of property that are qualified
- Take the Section 179 deduction by electing it, which is done by filling out the required form and including it in your business tax return.

The form used to report information for a Section 179 deduction is IRS Form 4562,<sup>7</sup> which collects information on business property acquired and put into service. You can use the form to claim a depreciation deduction and make a Section 179 election.

If you can take a Section 179 deduction for only part of the cost of an asset, you may be able to depreciate the cost you do not deduct in future years.<sup>8</sup> This means that you can choose to spread out the remaining deduction over the life of the property.

### COVID-19 Financial Assistance?

The Section 179 tax deduction is unaffected by any other government program in which a company may have participated. For example, if a company received a forgivable PPP loan due to COVID-19 affecting operations, you are still eligible to claim a Section 179 tax deduction provided you purchased eligible equipment and put it into service by December 31.<sup>9</sup>

#### Annual Limits on Section 179 Deductions

For tax years beginning in 2020, the maximum section 179 expense deduction is \$1,040,000 (\$1,075,000 for qualified enter-

prise zone property). This amount is reduced if your equipment purchases exceed \$2,590,000.<sup>2</sup>

Also, there is a limit based on business income. The total cost you can deduct each year is limited to the taxable income from your business during that year.<sup>8</sup> In other words, you can't use a Section 179 deduction to cause your business to have a loss. If you can't take all or part of a Section 179 deduction in one year, you can carry it over to the next year.

Again, taxes can be tricky and the rules are continually changing. It's important to use a qualified tax professional for advice on how your business can take advantage of the tax laws. The bottom line is, the writing is on the wall. It's highly probable that businesses are going to be asked to carry a heavier tax burden. It's more critical now than ever before to have a plan help to mitigate those taxes.



Michael Ford

*Michael Ford is the Managing Director of Coast Commercial Credit, a firm specializing in financing for the carwash industry. You can reach him at 800/400-0365 or MikeF@CoastCC.com*

Sources: IRS Publication 946 – [www.irs.gov/pub/irs-pdf/p946.pdf](http://www.irs.gov/pub/irs-pdf/p946.pdf) 1 - Pg 33, 2 - Pg 2, 3 - Pg 16-17, 4 - Pg 16, 5 - Pg 18, 6 - Pg 17, 7 - Pg 22, 8 - Pg 19, 9 - Section179.org - [www.section179.org/section\\_179\\_covid-19/](http://www.section179.org/section_179_covid-19/)

## ALL YOUR CAR WASH WATER NEEDS

### SOBRITE ADDER



Components Only - Frame Not Included

**designed to be added to any existing reclaim system**

- Proven odor control
- Easy retrofit
- Annual maintenance under \$200
- 120 VAC 15amp

### ERO



20,000 GPD Shown

- SPOT FREE Rinse
- Stainless Steel Frame

**SIZING OPTIONS:**

- 5,000 GPD
- 10,000 GPD
- 15,000 GPD
- 20,000 GPD
- 25,000 GPD
- 30,000 GPD

### ERS Easy Reclaim System



ERS 100 Shown

- Proven odor control
- UL listed control panel
- Easy retro fit applications
- Cost effective solution

**REQUEST A QUOTE TODAY!**

**800-762-7483**  
[info@sobrite.com](mailto:info@sobrite.com)

# Reviewing Your Review Strategy

By Beth Martin

As a carwash operator, having a formal review response strategy is no longer a “nice-to-have,” but an absolute necessity. According to a BrightLocal consumer review survey, more than 90 percent of consumers used the Internet to find a local business this past year. A majority of those consumers, 82 percent, responded that they read the online reviews for those searched businesses. A staggering 97 percent of those who read online customer reviews admitted to also reading the businesses’ review response. What those numbers tell us is that beyond traditional and digital advertising spends, a solid reputation management strategy is one of the most important and cost-effective marketing tools you can have.

The good news is, putting together a comprehensive review management strategy doesn’t have to be a daunting process. First and foremost, you have to take into consideration that there are two components: a reactive review response process followed by the just-as-important proactive review response process.

## One Day at a Time

At Ohio-based Express Wash Concepts, every customer review is responded to ideally within 24 hours, whether it be via Google, Yelp or Facebook, or through internally-branded surveys published on our brand websites. In October 2020 alone, our team responded to more than 650 reviews across our three wash brands.

*Continued ...*

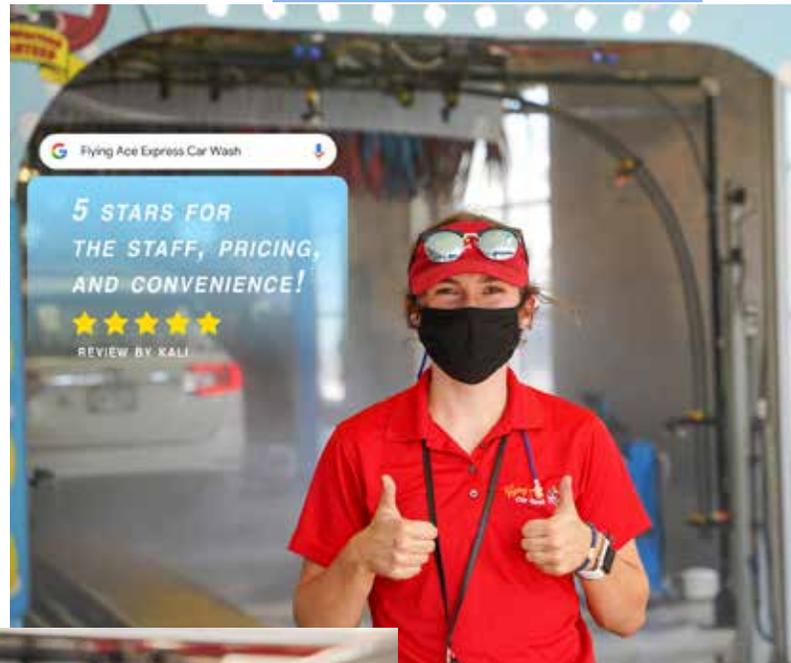
## How to Create a Google Review Link

Creating a customized, location-based Google Review link cannot be any simpler!

1. Page admins can simply visit their Google My Business page, and scroll to the “Get More Reviews” section.
2. Click on “Share Review Form.”
3. Copy the link, and easily share to social media accounts or use in other campaigns.



*Onsite marketing signage is an effective tool for soliciting customer reviews.*



*Sharing an employee picture, the text of a recent review and review link on social media can help drive review response traffic.*

*Complimentary care packs traditionally given with higher tiered wash packages could include a “Review Us” card that links directly to a location’s Google My Business page.*

# GRIME STILL PAYS

2 billion vehicles are washed annually in North America, and that number continues to rise every year.

That's a lot of dirty cars lining up for a wash. It's time to line them up for yours. We have over 40 years of experience helping car wash owners understand, enter, operate, and thrive in the industry. Our experts are ready to guide you every step of the way.

From startup to success, we'll be the partner that steers you in the right direction.

Our knowledge, your success.



**HARRELL'S**  
**CAR WASH SYSTEMS®**

[www.hcws.com](http://www.hcws.com)

Harrell's Northeast  
NY, VT, NH, ME, MA, CT, RI  
866-343-6680

Harrell's Mid Atlantic  
WV, VA, MD, DC, DE, PA, NJ  
800-448-4735

Harrell's Midwest  
IL, IN, OH, KY  
800-274-2777

Harrell's Heartland  
ND, SD, NE, MN, IA  
800-289-8098

The Marketing Maven ... continued

“Responses are customized based on individual review feedback, and we strive to make our communication as non-canned as possible,” said John Roush, Express Wash Concepts CEO. “Our goal is that through timely responses to each and every customer who takes the time to submit feedback, we are reinforcing how much we appreciate their feedback – whether it be critical or an accolade – and what action we will take if the feedback showcases an area of improvement.”

Managing multi-location reviews across multiple outlets, once a tedious task, is thankfully getting easier by the day. Google Business recently released a “Manage Reviews” option that aggregates multi-location reviews, eliminating the need to click on each individual GMB (Google My Business) page to find and respond to reviews. Online review response platforms, like Yext, aggregate reviews for easy response management. Users can sort review ratings by stars, for example, so you can address all 5-star reviews at once, and vice versa for 1-stars.

San Diego-based Soapy Joe’s uses a hybrid model to man-

age an average 250-300 monthly review responses across their 14 locations. “We use a platform to track, report and show

trends over time, plus hands-on internal Soapy Joe’s staff to research issues, present solutions, and ultimately respond to social comments and reviews,” explained Anne Mauler, Soapy Joe’s VP of Marketing. “This is a change from previous times, when we outsourced via a management platform, and only reviewed ‘escalated’ cases.”

Mauler believes it’s unrealistic to expect an outsourced review management firm or platform to bring deep insights about the customer experience. The secret to Soapy Joe’s review management success? Listening, seeking feedback and making the time to talk with customers. “This is both the easiest thing and the hardest thing to do. It’s easy in the sense that social media has accelerated feedback and increased transparency. But it’s hard in the sense that you need to invest your personal time to do it consistently, and long-term,” she said.

“  
*By going over-the-top with customer resolution we have created lifelong fans out of many guests who originally had a poor experience...*

- Justin Young

The advertisement is a rectangular graphic with a blue border and four corner crop marks. On the left side, there is a logo featuring a lightbulb with a lightning bolt inside, surrounded by radiating lines. Below the logo, the text reads "SERGEANT SUDZ LLC". Underneath that, it says "We service all car wash electrical needs including:" followed by a list of services: "New Installs", "Service", "Control Wiring", and "Programming", each preceded by a small circle with a plus sign. On the right side, there are three stacked blue boxes with white text: "Licensed & Insured Electrician", "Motor Control Specialists", and "Panel Builders". Below these boxes, the phone number "845-302-7272" is displayed in a large font, followed by the email address "SERGEANTSUDZ@GMAIL.COM" and the website "WWW.SERGEANTSUDZ.COM". At the bottom right, it says "Serving NY, NJ, CT & PA" and "Proudly Veteran Owned & Operated".

---

## Response Etiquette

Justin Young, Director of Marketing for Arkansas-based Splash Carwash, Detail & Oil Change, also handles all review responses internally. Young's secret to success includes not letting negative feedback sit for too long, responding with humility, and talking offline if necessary. "When someone feels unheard, they feel the need to get louder," he explained. "I've rarely seen a digital 'review war' end well. Admit fault if needed and always exercise empathy. If needed, take 'offline' to a private message or phone call."

Young takes an "A-P-C" approach to review response with the following template: Appreciation, Positivity and Call to Action. For example, address the customer by name, thank them for taking time to provide feedback, address their praise or feedback specifically, provide a resolution and direct method to contact to continue the discussion, and finally thank again. "By going over-the-top with customer resolution we have created lifelong fans out of many guests who originally had a poor experience," Young said. "We once had a review come in where we really goofed. We looked at the customer's Facebook profile and she had a picture about liking Twix bars. We went to Sam's club, bought a massive box of them, and delivered them to her work (along with other free service coupons). She's a twice-a-month washer with us now."

Most successful service-related companies are likely going to have their reactive review response strategies figured out. It doesn't have to take a ton of time to respond to customer reviews properly. Whether you manage responses in-house or hire a third party, the key is to come up with a review response framework to help guide responses, and simply carve out a little time each day to remain timely with your responses.

---

## Seek Positive Reviews

As important as responding to all non-solicited incoming reviews is, the real opportunity lies in proactively seeking customer reviews. With data showing that only 53 percent of consumers would consider using a business with fewer than 4 stars, it's more important than ever to not just be content with an emphasis on reactive review management. A comprehensive reputation management strategy includes proactively seeking review responses as well.

The beauty of proactively seeking review responses is that you can "hand-pick" customers you are confident have had positive wash experiences, which can in turn tone down those few customers with negative feedback. This can be done in many ways:

- **"Review Us" QR Code Cards:** Create a QR code using your location-specific Google My Business Review link. This is a great conversation starter for Team Members when they interact with customers post-wash.

- **Text/Email Review Solicitations:** Vendors including Podium communicate directly with customers through text and email review solicitations, and can be a great way to rapidly increase overall review numbers.
- **Website "Review Us" Button:** Add a button on your website. "Review us" that will direct customers to your GMB review. Vendors including EmbedSocial will generate a badge of your Google review ratings and display updated ratings on your website.
- **Yelp Marketing Events:** Yelp community and Elite Squad events bring a certain number of pre-registered Yelpers onsite to try your business on a complimentary basis. Attendees are encouraged to write a review based on their experience.
- **Social Media Review Highlights:** Periodically pick a glowing customer review to highlight in a social post. Add in the link for customers to easily access and leave their own review. Be sure to mention that their review could be featured in an upcoming profile!

Choose any or all of these tactics, and watch your online review ratings soar both in quantity and positive sentiment. By implementing a text review solicitation campaign during a recent CLEan Express Auto Wash Grand Opening, the South Euclid, OH, location, which opened in September 2020, already boasts a healthy 340 Google reviews. In October 2020 Team Members at Express Wash Concepts' two other brands, Flying Ace Express and Moo Moo Express Car Wash, began passing out QR code review cards to select customers post-wash. To date, Google Business Reviews are up company-wide by almost 40 percent.

Formulating a proactive and reactive review response strategy is a winning solution that is worth the ongoing investment from all Team Members. Customers will appreciate that you are sincere and concerned about their overall experience, and an added bonus is that the more a business responds to reviews, the higher it will rank in Google searches. In the case of an unhappy customer, you have the opportunity to turn a negative experience into a positive, and potentially turn a detractor into a genuine advocate for your business. "Proactively engaging with our customers and seeking reviews has empowered our Team Members to elevate our customer service to the next level," said Roush. "When you deliver a great wash experience, we've found that customers want to advocate for you – both online and offline. **NC**



Beth Martin

*Beth Martin is the Marketing Director of Express Wash Concepts, the 31-location parent company of Dayton Ohio-based Flying Ace Express Car Wash, Central Ohio-based Moo Moo Express Car Wash and Greater Cleveland Ohio-based CLEan Express Auto Wash.*

# Watch Out! COVID'S Not the Only Thing That's Contagious!

*JoAnna Brandi*

In a year where we have watched contagions very carefully, I wonder if you are aware of emotional contagions.

**That's right. Emotions are contagious.** Yours, mine and everyone's. You may have noticed that at work – or at home – when your spouse ends their day in a bad mood. You might have been feeling good, but just maybe that good feeling quickly fades into the abyss of their hard day. Negative emotions are particularly catching because our brains are wired to look for danger.

If you're a bit of a geek like me, you're curious about how your human system works. Our bodies are electric. Every organ in our body produces electricity, every minute of every day.

But most of the time, you don't think about that electricity. If you feel pain in your chest, or go for a yearly "wellness" visit and are over a certain age, doctors take an electro cardiogram (EKG) to read the electrical patterns of your heart. When you bump your head hard, the docs take an electroencephalogram (EEG) to measure the electrical activity in your brain. Docs know all about the electricity in the body – but rarely discuss it.

Each organ has a different level of electricity. **The elec-**

**tromagnetic field generated by your heart** is the strongest and the most powerful in your body. It's 5,000 times greater in strength than the field generated by your brain. Whoa – that's HUGE!

It can extend nine feet out from your body and carries the vibration of your emotions – positive or negative – on its waves that you probably call "vibes."

If you're in a good mood (or bad) that mood gets to the door just slightly before your entrance and announces your arrival.

Years ago, I brought a childhood friend into my business for a short while. It was a mistake. It started well, but as the incompatibilities began to mount, the air got thick and daily life with her became more and more uncomfortable.

At one point the negative vibes that emanated from her body were so strong that I could feel her coming a full minute or so before she blasted in the door. Every inch of her magnetic field carried her anger and discontent.

Apparently, the entrepreneurial life took her too far out of her comfort zone and the fear it caused morphed into an anger

## Did You Know That Happiness Is A Habit?

That it's ...

- A process not a place
- A skill that can be learned and practiced
- A "Work ethic" for some
- A choice that changes your brain for the good
- A muscle you exercise
- Doesn't just feel good, it's good for you
- An investment in your resilience
- A darn good competitive profit strategy

### Certified Chief Happiness Officer & Authentic Happiness Coach

JoAnna Brandi has 30 years of experience working with companies and individuals to create an "appreciating cycle" of happiness that delivers bottom line results.

She invites you to explore the many ways you can outsmart your "Happiness set point" and create the habits of happiness for yourself.

Book a FREE 25 minute session at [www.PositiveLeadershipCoach.com](http://www.PositiveLeadershipCoach.com)

Call for info - 561 - 279 - 0027

And discover more at [www.ReturnOnHappiness.com](http://www.ReturnOnHappiness.com)



she was unwilling to discuss. I learned a lot in that relationship and its aftermath.

Our bodies and brains, lacking an upgrade in the “hard drive” in the last several hundred thousand years are finely tuned to pick up the perception of danger and react to it. So, when you encounter the unfamiliar, your deeply seated and well-honed survival system begins asking the most basic of questions, “Can I eat it or will it eat me?” Your physical body prepares to fight, flee, freeze or faint, depending on the situation. In her case, not having the security of a well-structured job made her feel some powerful negative emotions.

Once you’re in that “fight or flight” reaction your brain function narrows so you can see “what’s wrong” in the environment. Many of your systems – like your immune system – that are not essential to your survival in that moment – shut down to conserve your energy so you will have the strength in your muscles to fight or get the heck out of there. *It’s a helpful reaction to have when you are really in physical danger.*

But when you experience this reaction too often (think 2020 and the 24-hour bad news cycle) it puts too much stress on your body and keeps you in the “what’s wrong, bad or awful?” state. That vibrates far out from your body spreading negativity to others and keeping you trapped pickling in your own juices (like cortisol and adrenaline). That state is certainly not good for you and not good for others.

**So, yes, emotions are contagious, and now’s the time to evaluate the quality of the emotions you are spreading.**

A new year is upon us. **How do you want to BE in this New Year?**

Each and every one of us contribute to the vibrations – positive or negative – in the world today. Since every thought becomes part of collective thought, and every emotion becomes part of collective emotion, you have a responsibility to check in with yourself to see what you are contributing.

**What questions might you ask yourself that can help turn the tide of negativity?**

Here’s a good one to start with: **Where in my life do I support or gravitate toward the negative?**

Just by asking this question you’ll discover a lot. It’s a powerful question and your first response may be to say that you don’t gravitate toward negativity at all. That could be true.

Your mind could be so finely trained to look at the positive that you don’t see much of the other – and congratulations to you!

When I look at my own situation, I can see when there are times when I slip and slide into the negative vibe. We all contribute – even a little bit – to the amount of negativity that exists on our planet today.

Where? How?

**Let’s start with your “self-talk.”** The first place you can reduce the amount of negativity in the world is by being gentler with how you talk to yourself. No, it’s not macho, but it’s what is necessary to bring the generalized stress level down.

Since your body hears everything you say, when your self-talk is negative (“*You stupid idiot, where did you put the keys now?*”) or violent (“*I’ll shoot myself if I forgot those keys again!*”), your body feels

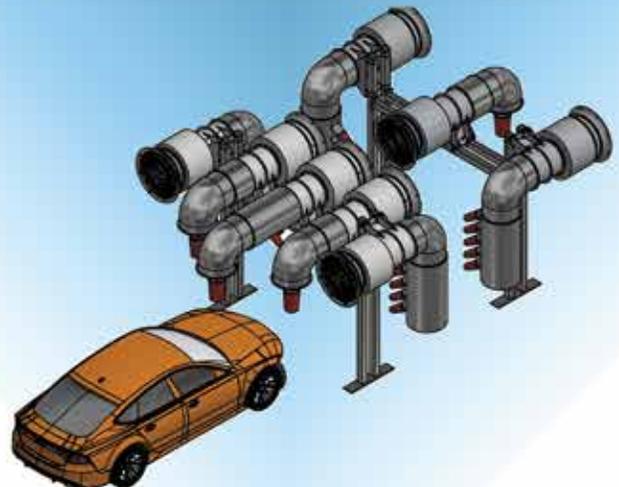
*Continued ...*



## THE STEALTH



TESTED & TRUE “QUIET”



**815-477-4911**

**INFO@INTERNATIONALDRYING.COM**  
**WWW.INTERNATIONALDRYING.COM**

the impact of the words and reacts with the biochemistry of fear.

It rapidly increases your heart rate and blood pressure and starts pumping cortisol, adrenaline and almost 50 other compounds that get your body ready for action. That emergency response is a life saver when it's really needed, but a life stealer when it's activated over and over again dozens of times a day.

When your brain is in "what's wrong?" mode you find lots of things that are wrong and there you are in a bad mood again.

**Take a good look at how you talk to yourself** and learn to speak to yourself as gently and with as much kindness and good humor as you would with a precious child.

Laugh at yourself when you lose the keys and then fix the problem by hanging a big key hook near the door. Use moments like that as an opportunity to stop, take a deep breath, and be more mindful. When you do, you change the chemical cocktail that your body produces and start producing the **chemistry of calm**. In short order your body begins repairing itself and giving you the opportunity to experience a positive emotion – one that you can then spread to others.

## Be Kind to Yourself

The second place we can reduce the negativity in the world is by changing **the way we speak to others**. Pay atten-

**DON'T BE LEFT VULNERABLE!**

ESCAPE THE PASSWORD

**JSCM GROUP**

- Security Assessments
- Penetration Testing
- Point of Sale Security
- Email Security
- Firewall Management

[www.jscmgroup.com](http://www.jscmgroup.com)

tion to the poor communication models we have on sitcoms and talk shows. Do you practice them anywhere?

Cynicism, sarcasm at someone else's expense, criticism, embarrassment, shame, blame and condemnation are low-level negative vibrations and have absolutely no place in a positive workplace or customer caring company like yours.

If you practice or condone these types of behaviors anywhere in your organization you are eroding the very relationships that you should be supporting and you are contributing to the negativity in our culture.

Hey, business is tough enough these days – it's up to all of us to add to the goodness!

If you bully, or accept bullying in your organization, it's time to take a good look at its impact – fear, negativity, disengagement, disenfranchisement, dis-empowerment, pain, and loss of productivity to name a few.

**Human systems move in the direction of the things they talk about.** When you talk about the places you can add value, deliver happiness, build relationships and foster emotional connections and loyalty at work you create a force for good. When you look for places you can be kind, generous and grateful you change your own biochemistry and that of others for good. (A kindness delivered, received or observed increases serotonin levels in all those involved.) **Be kind to others.**

**Take a look at what you consume.** The media and the entertainment industry glorify violence, sarcasm and negativity. The human brain, because of the way it's structured, is hard wired to notice things that might be dangerous, so we do gravitate toward the negative. That's biology, but it doesn't have to be destiny.

To move away from negativity and violence requires thought, effort and commitment. To move toward positivity and peace requires taking a stand personally and professionally to use our thoughts, words and actions to deliberately create more positive energy, positive emotion and positive outcomes in our world.

**What will you do to create more positivity and peace?** In this season of peace, let us all take a stand against the negativity our culture produces. The late Anita Roddick once said, "If you think you are too small to make a difference, try going to bed with a mosquito in the room."

**We all make the difference. This is a defining moment in defining times.**

Peace and kindness.

NC

JoAnna Brandi is a certified Chief Happiness Officer and Coach helping you keep employees and customers happy by creating more positive cultures and practices. She is the author of three books including the illustrated "54 Ways to Stay Happy in a Changing, Challenging and Sometimes Negative World." Available online. Find her at [ReturnOnHappiness.com](http://ReturnOnHappiness.com) and [PositiveLeadershipCoach.com](http://PositiveLeadershipCoach.com) and if you are interested in her online leadership course, "The Practice of Positive Leadership" you can sign up at [PositiveEnergizer.com](http://PositiveEnergizer.com)

©2021 JoAnna Brandi – [ReturnOnHappiness.com](http://ReturnOnHappiness.com), [PositiveEnergizer.com](http://PositiveEnergizer.com)

If you want a copy of my **BE Attitudes (for Positive Leaders in Difficult Times)** send me an email, "Be Attitudes" in subject line, and I'll get it to you! [JoAnna@ReturnOnHappiness.com](mailto:JoAnna@ReturnOnHappiness.com)



JoAnna Brandi





**Always the Highest Quality, Always®**

• Highest Quality • Highest Value • Highest Performance • Lowest Cost Per Wash

# A Complete Line of Hog's Hair Products



## Gentle Hand-Made Brushes Manufactured by Certified Artisans

- Super Soft Hog's Hair
- Car Wash detailing and prep work
- Truck Wash detailing and prep work
- Commercial maintenance work
- Industrial use - job shops, factories

## Complete Line of Quality Hog's Hair Brushes

- All shapes, sizes, and head materials
- Unique natural fill of the World's finest Boar's hair
- Hand-made construction for the densest possible fill
- Can be used as dip-style or foam-fed

Your Satisfaction is 300% Guaranteed with the  
**ERIE 3 FOR 1 GUARANTEE®**

**Erie Brush and Manufacturing Corporation**



U.S. & CANADA  
TEL: 800-711-3743 (ERIE) FAX: 800-798-3743 (ERIE)  
WORLDWIDE  
TEL: 773-477-9620 FAX: 773-477-6030  
860 W. FLETCHER CHICAGO, IL 60657

Website: [eriebrush.com](http://eriebrush.com) E-mail: [sales@eriebrush.com](mailto:sales@eriebrush.com)



# Wow Many, What Profit?

*(One if by land, two if by sea)*

By Doug Rieck

Like most of us, I grew up with the concept that competition is good, it is a virtue, like eating your vegetables at dinner. Competition creates a more customer-oriented business. Your business will grow and thrive in a healthy, competitive environment. After 20+ years in carwashing, however I am not as certain that it applies to carwashing. All of us have seen McDonald's located next door to a Burger King, or Wendy's or KFC. How many times do we see a car dealer row where you can walk from Ford to Chevy to Jeep and pick a car? In my town, we have a Lowe's a block away from a Home Depot. Every strip center has a restaurant. What's the difference between carwashing and most other retail? I'm going to offer some thoughts. As a caveat, I'll add that fast food and Big Box stores have corporate real estate departments and standards for siting. Carwashes are independent business ventures without that judgement and constraint.

Let's start with the simple and obvious – the weather. Carwashes usually lose about 60 days plus a year to rain or weather. Fog in the morning will mean few cars washed until noon. Cloudy days are a customer turn off. Here at the Jersey shore with the ocean next to us we get more rain and much less snow. Let's face it, there is no need or desire to wash your car when it is raining. Rain or weather may damp down regular retail, but not like it does in the carwashing business.

The next factor is need vs. desire. Yes, we all want to ride in a clean, shiny car, but do we have the extra money this week? And, if your car is older, you might lose interest in washing it. Or, perhaps, you just don't have the time. What I am saying is that each of us establish a personal hierarchy of needs and desires. A clean car may not be on the list this week or month. Unfortunately, for our business model having a clean car is a desire not a need. We have to eat, we need "stuff" from stores, but do we need our car clean? Thankfully, this hierarchy of needs and desires can change. Examples being after a snow, before a prom, after a sandy vacation trip, before a long trip. I could write paragraphs, but that's not needed. I believe my point is made. Carwashing is a retail activity, but it is a different form of retail.

Another difference between carwashing and other retail – the capital investment. Building a successful carwash is a capital-intensive activity, more so than much other retail. A side note, my banker told me many years ago that a carwash building is only good for washing cars, they make lousy restaurants or stores.

## One If By Land...

Finally, we are at the core of the subject, competition. It can be deadly in our industry. The reason that we are in busi-

ness is not to serve the dirty cars of America. It is to earn a living and make money. I am not advocating anything other than judicious siting for new locations, and an awareness of our difference from other retail and the necessity for volume and that good weather volume is needed to make up for bad weather. An example being a few years ago at the height of the express wash boom, many, many express washes were built in some southern cities. The result was not always positive.

Carwashing is not a field of dreams. Many of our industry suppliers have formulas and access to traffic and population counts. Their projections are not perfect, but can provide guidance. A few years ago, I was looking at a project and my supplier came back with a negative recommendation. Yes, he could have sold a tunnel, but he was honest and the project never happened.

Even without demographics and traffic studies, the most basic guidance in carwashing is, "Do not build near another carwash, generally within a three-mile circle. And, you may want even more distance. I would. Certainly, there are exceptions. Unfortunately, we live in a very human world. New investors may listen to a realtor or misguided friend instead of doing serious due diligence. Carwashes are cool. The express format has made them easier to run and market to new investors. The bad part is that once the conveyor is in the ground it is rare for it to close. Everybody suffers, I have been there, not fun at all.

I have been involved in carwashing longer than I will admit. I enjoy the business and the community of friends in the industry. I have been fortunate and privileged. I have made a living and supported my family with bad and good years, like all of us. I live in a popular resort area that brings hundreds of thousands of people down every summer. Then, during most of the year, we go back to the much smaller core population consisting of the service and support population for the summer guests. My market is blue-collar to the core. Our local business is tourism. While other carwashes sleep in the summer, we get a tourism boost.

When I opened my first carwash it was a four-bay self service carwash and Laundromat. At that time there was a year-round population of perhaps 18,000 within five miles and a summer population of about 150,000. My wash was built in a good location for the time. In a few years that changed as the shopping would move about three-quarters of a mile onto the highway.

Within three months of opening, I became aware that a summer resident was planning on opening an exterior carwash

*Continued ...*

# LONG LASTING. ULTRA-EFFICIENT. *Made in the U.S.A. Family owned.*

ANY MORE BOXES I CAN CHECK FOR YOU?



CORES/HUBS



STEPPED WHEEL BRUSH



TIRE BRUSH



TIRE SHINE BRUSH



GALLOP  
CLEARVIEW DOORS<sup>SM</sup>



TOP BRUSHES



SPAGHETTI BRUSHES



BRISTLE BRUSHES



CLOTH BRUSHES



G-FLEX FORM BRUSHES



SPINDLES



SHAFTS



HIGH SIDE WASHERS



TIRE BRUSH  
REBUILD KIT



ROCKER BRUSHES



FLANGE W/ TAPER LOCK



MITTER CURTAINS

**GALLOP**  
BRUSH CO.™

BETTER BRUSH OBSESSED.

MADE IN THE U.S.A.

We're car wash people doing what we do best. Your car wash is the reason we do it.

THESE AND MORE AT [GALLOPBRUSH.COM](http://GALLOPBRUSH.COM)  
CALL GALLOP AT 810-721-7255

TED YAMIN, SR. - OWNER - 43 YEARS IN THE INDUSTRY

literally across the street from me. I can be a hard head, so my immediate response was to plan on adding and opening a full-service carwash on my existing property. I did not speak to any equipment people until the building footings were in the ground. Good luck, naivete and hard work enabled me to open a few months prior to the other wash. My carwash was permitted, built and opened within a year. The first few years it was a tough slog with both carwashes washing cars, but neither of us had good numbers, in fact, they were lousy. After two years the other carwash was sold. After about six years the other wash was on its third owner and was closed for good because the Federal Government seized the property (that is a whole other story). That site never reopened as a carwash. It was repurposed as a boat dealer and later a sign shop. My business improved, it didn't double, but improved significantly. Finally, we were profitable. During this happy time span the shopping area of the town moved onto the main highway about a mile away. Yes, there was a loss of traffic on my road, but I was the only carwash and the area was growing. This happy state of non competition continued for more than 10 years.

Then, an investor new to carwashing built a new wash. It was a beautiful full-serve with an oil change. It was located about three-quarters of a mile away. That was my cue to rethink

what I was doing. My decision was to re-equip and shift to the gated-entry express/flex service model. It was the best thing I ever did. The new wash had a weaker location and the high priced full-service model. My volume went down about 10,000 cars a year, but I had greatly reduced labor expenses. Within three years the owners of the new wash sold out to a new owner. This person ran the wash for about a year then flipped it to another new investor. This third owner owned and ran the wash until December of 2019.

Then about six miles away a full-service carwash with lube and self-service bays was built. This did not hurt my primary express wash, but it did hurt my inbay and self serve. My inbay was crushed. I went from 17,000 cars a year to 7,000. Fortunately, my bays were not bothered. My answer has been population growth over years and eventually reequipping with a new automatic.

Then in the past year, life has changed again. This past fall I heard a regional express chain was buying a closed car dealership about a half mile away from me on the major entrance road to Long Beach Island (LBI). Yes, they built a beautiful new Express with Free vacuum. The good news is the owner runs a quality wash and his pricing is corporate and the same at all of his stores. Yes, I have lost cars but my location might be better, or at least more accessible.

Unfortunately for me, the other carwash in town, three quarters of a mile away was sold in December. The new investor did a complete makeover and was shut down for six months. He shifted to a modified gated express/flex concept and did away with the Oil Change. This summer he opened with Free carwashes for two months then raised his price in September to \$2. The best word I have is "Ouch." Yes, I did lose some cars, but fortunately I have self-service bays and a Laundromat at this site.

I have a personal interest in how this all works out. I believe that we have too many carwashes for all of us to thrive. I did not say survive, I said thrive. My little Jersey shore town has grown. Our year-round population is probably about 35,000 now, and the summer population is more than 150,000. On the plus side, there are Big Box stores and ample shopping now. On the minus side, being coastal we always lose more days to rain than a few miles inland. Snow and ice, while not uncommon, is not frequent. This is a great place to live, but other than tourism, there is no industry. As the saying goes, a work in progress. NC



**Want more profit from your wash?**  
**Your team IS half of your product!**  
**Put our life's work of performance management experience to work for you!**

- ◆ Service and Sales
- ◆ Profit-Building Strategy
- ◆ Organizational Development
- ◆ Manager Mentorship
- ◆ Incentive Design & Installation
- ◆ Quality Improvement

*Proven, confidential, flexible solutions for all carwash sizes and budgets. Hourly projects to speaking engagements to multi-site, profit-building partnerships. On-site and remote support options available. Over 100 carwashes served across the United States and Canada.*



**Make more. Stress less.**  
**1-844-MORE-REV**  
**www.MyrrhConsulting.com**

*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*

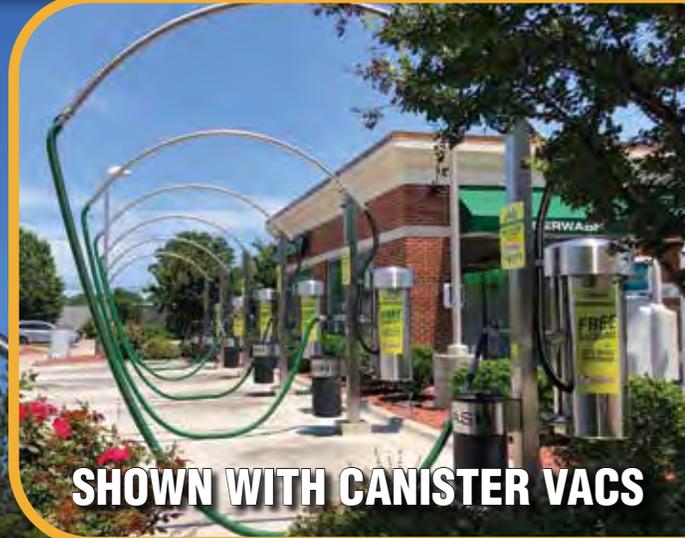


Doug Rieck

# STAINLESS STEEL

## VACUUM STANCHIONS

THAT ARE COST EFFECTIVE  
AND LOW MAINTENANCE



SHOWN WITH CANISTER VACS



SHOWN WITH  
ALL OPTIONS

*CALL TODAY and Let Us Show You How  
To Turn Your Wash Into A Reliable  
Revenue Producing Business.*



**CAROLINA PRIDE**

CARWASH SYSTEMS & SOLUTIONS

Flexible • Profitable • Dependable

**(800) 421-5119**

225 Crown Blvd., Timberlake, NC 27583

[www.cpcarwash.com](http://www.cpcarwash.com) | [sales@cpcarwash.com](mailto:sales@cpcarwash.com)

*Dear Venus and Mars,*  
*Now that the election is behind us, what*  
*impact will be felt at your wash?*



**Heather Ashley**

**Venus Says**

If you recall, I represent several self serve and automatic wash locations in a rural part of Virginia. Around here, I would like to believe that a national election would have little impact on our businesses from a customer perspective. As business owners, the recent election combined with the ever-changing Pandemic restrictions may have a few more

consequences than what we have seen in the recent past.

As business owners, we are very private in our political opinions as we realize being on either side would then have a negative outcome to the opposing demographic of customers. We keep a neutral zone by not allowing political signs on our property, no public messages on our social media about elections or candidates and we remove any political material in our locations when it is found. We want to welcome all customers to our locations.

Trying to forecast what the future will bring with the President Elect is very difficult not yet knowing what our government has planned. Local and state governments would have more of a direct effect on our working operations. A better approach to the future is to accept the uncertainties and try to understand and make a plan that builds a better structural forward motion for business. Such a method will take the blinders off and help us plan for the changing business environment whether the government or disease gives further consequences.

More than political threats to our business is the Pandemic's threat to the supply chain. I am most concerned about the production of supplies such as equipment, soap and vending items. We also have had trouble getting specific parts for our equipment. Most situations have been resolved thanks to fellow wash members, but we have been lucky.

In addition, when we can find the supplies we want, the price points may not allow for the profit range we were accustomed to in the past. There may even be some supplies we can no longer offer our customers.

Our most basic solution to getting through these times include several tasks. Since we are unattended, we already check businesses daily. We are now going to tend to our businesses more in the evening as we move to prevent theft. Change ma-



**Paul Vallario**

**Mars Says**

Now that 2020 is behind us we can only hope that 2021 and the new administration will bring positive change. Between COVID and the crazy presidential election, I don't think anyone will be too sad to flip the calendar. My biggest hope for the New Year is that an effective vaccine comes out and it can safely be administered.

In addition to the COVID challenges small businesses have endured, we now have the uncertainty of what our new president will bring. Some changes will likely be coming, but when and how extreme are yet to be determined. Democratic administrations are typically less friendly when it comes to taxing small businesses. The past four years we saw some nice tax breaks under the Trump administration. With a Democrat now in office some of those breaks will probably diminish in the years to come. However, with the Republicans still holding a slight majority in the Senate, at the time of this writing, it remains to be seen what will make it through.

One thing I think that you can count on is an increase in the capital gains tax. So, if you plan on selling your business, plan on giving more of it to the government. Corporate taxes will most likely be on the rise as well. But I wouldn't worry too much about this, as many of the tax cuts that Trump instituted back in 2017 don't expire until 2025. Additionally, most of the corporate tax cuts benefited large corporations and didn't do much to help small businesses anyway. So, if and when they are on the rise it shouldn't affect your pocket all that much.

Something I would be more concerned about is a drastic increase to the minimum wage. Although, I do agree that \$7.25 per hour, which is the federal minimum wage, now is way too low. I feel a sudden jump to \$15 per hour will have an immediate negative impact not only on small business but the entire economy. In New York, where I live, we are already slated for a \$15 per hour minimum wage at the end of this year. That is more than double that of the federal wage. So, I would think that if the federal increases to \$15 that New York State will likely follow with another significant increase to stay ahead.

What has been happening in New York since the minimum wage has been on the rise is a move to automation. I see more

*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,  
 2214 Budd Terrace, Niskayuna, NY 12309 • Suzanne.Stansbury@icloud.com**

Venus ... continued

chines already had a more limited amount of coin so we will continue and consider using a timer to reduce hours of availability. We will work harder to deter late evening misbehavior by staying on top of our lighting and staying on top of money collection.

Finally, we will seek out the best ideas by learning from others. We are going to show up to as many online webinars and Zoom calls as possible to both share and glean ideas from other operators. This is a tough time for our country politically and physically. We understand the uncertainty ahead but we hope to weather the storm. The past has taught us that when forced, we all can push to get through it.

Stay safe and lead by example!

NC

Mars ... continued

and more carwashes converting to express or flex. Businesses that used to employ 20 or more people are now down to four or five. It is happening in other industries also and I see this trend continuing. Five years ago, on Long Island, you couldn't find an express wash anywhere; full service and even hand washes were the norm.

One thing I know for sure is that carwash operators are resilient. We can charter all kinds of waters and will continue to do so in 2021 and beyond. Just be sure to continue to evolve, run a quality operation, price accordingly and your business will be all right. NC

# CAR WASH TOWELS



**BODY • WINDOW • DETAIL**  
**WE HAVE THE TOWEL YOU WANT!**

**ERC**  
ERC WIPING PRODUCTS

**800-225-9473**  
**ERCWIPE.COM**

**SK ADVERTISING+DESIGN**  
SMALL BUSINESS

[www.sk-smallbiz.com](http://www.sk-smallbiz.com)

Logos • Business Cards • Stationery • Brochures  
Catalogs • Advertising • PR • Web Design  
Direct Mail • Printing Services

**SK Advertising+Design Small Business**  
helping launch and expand businesses nationwide.

**Car Wash Finance Specialists**

- Equipment Loans & Leasing
- New Construction Loans
- Acquisition Finance
- SBA Loans
- Land, Building & Equipment Finance
- Remodel Loans
- Refinance Debt
- Working Capital Loans

[www.CoastCC.com](http://www.CoastCC.com)  
For More Information, Contact:

Todd Aldridge 1-866-575-5885  
Bill Baker 1-888-428-0995  
Michael Ford 1-800-400-0365

# Did You Hear That?

By Gary Sokolowski

Thank goodness we were given more than one sense. So many times we rely on only what we see and forget how important it is to listen to what we hear. It is almost hard to describe what normal should sound like with all the things in our world trying to tell us something. From that odd noise your auto cashier makes when giving change, to the sound of that bearing on your drier that needs grease, our car-washes are trying to tell us something. Make it a point to listen.

We typically think about maintenance in a visual way. "Take a walk through and look everything over" is the usual request on a regular service call. It is just as important to stop and listen to the equipment and find out what it is trying to tell us.

There are distinctive noises that cannot be missed like the squeal of a loose belt on a high-pressure pump or the fingernail on chalk board sound of a broken roller dragging along the con-

“

*There are almost as many sounds we need to listen for to make sure all our equipment is working correctly as there are sounds that tell us they are not working correctly.*

”

veyor deck rail. Those are the easy ones to identify, and hopefully fix, before they stop making that horrible noise and cause a failure or even worse, a breakdown.

Now, every wash has its own natural noises we must live with. The sound of the wind blowing through the soffit. The multiple pumps and motors running constantly on those busy days. The sound of the heater firing up, be it for hot water or to provide heat

on those cold winter days. Paying attention to what sounds are just part of our normal workspace verses sounds that are out of the ordinary can be difficult for some people. They just hear noise and figure it is just noise. Everyone should take part in listening and reporting odd noises to their maintenance person so we can focus on the noises that we cannot change.

That clicking noise that only happens when a piece of equip-

**Platinum Emperor Series** By General Pump

- Nickel-plated, Stainless Steel Manifold
- Nickel-Plated Crankcase
- Run-Dry / High Temp
- Perfect for Self-Serve / Prep Applications
- Direct replacements for Cat 5CP2140, 310, & 5CP2120 Pumps

**GENERAL PUMP**

Click: [www.generalpump.com](http://www.generalpump.com)  
 Phone: 888.474.5487  
 Email: [sales@gpcompanies.com](mailto:sales@gpcompanies.com)  
 Address: 1174 Northland Drive, Mendota Heights, MN 55120



General Pump is a member of The Interpump Group, The Worlds Leader in Plunger Pumps



ment goes in one direction and not the other, for example. The vacuum motor that is just a little higher pitched than the others. A door that squeaks when going up but not when going down. These are all good examples of equipment trying to tell us they need attention. Words to live by. "The squeaky wheel gets the grease," so to speak.

## What is Not Making Noise?

With all this being said about what to listen for, we also must know what we are not hearing. If that control cabinet always made a noise and it does not anymore, it might be trying to tell us the cooling fan stopped working. While this might be fine from September through July, that small change in the noise of a piece of equipment could lead to catastrophic failure on that hot August afternoon and cause a drive fail because it overheated and put you out of business.

There are almost as many sounds we need to listen for to make sure all our equipment is working correctly as there are sounds that tell us they are not working correctly. Knowing you

should hear the auto drain on the compressor going off every half hour, is as important as knowing that if it does not go off every half hour the compressor will fill with water from the humidity in the air and fill up the holding tank which will then be sent through all the air lines harming all the control valves in the system. Remember, what you do not hear can be as important as what you do hear.

It is so interesting from a service person's viewpoint how so many operators and attendants become deaf to the sounds at their carwash. We are always told if you see something, say something. The same is true for what your equipment is trying to tell you. If you hear something out of the ordinary, it probably is and needs to be fixed, greased or adjusted.

NC

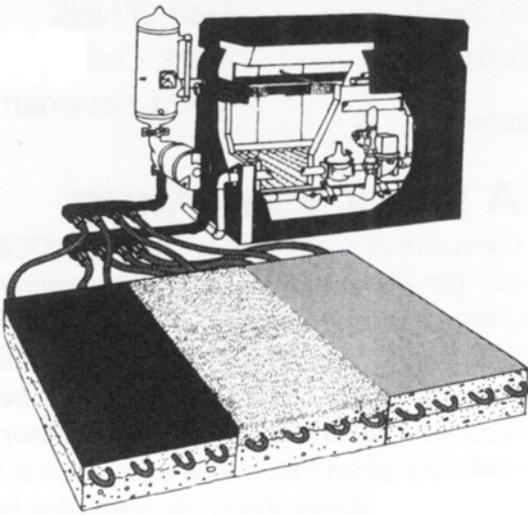


Gary Sokolowski

Gary Sokolowski owns Centerline Carwash Sales and Service in Wales, ME. He can be reached at gary@centerlinecarwash.com or 774/248-0171.



**Snow Melting and De-Icing System**



**PROPAK®** by Huron Valley Sales  
The leader in snow melting and de-icing systems offers:

**Experience**  
Over 10,000 systems installed since 1964.

**Flexible System Design**  
Engineered for your unique application.

**Single Source Responsibility**  
From the PROPAK® boiler to the polythermal tubing.

**Corrosion Free System**  
Non-ferrous PROPAK® boiler system eliminates the need for costly oxygen barrier tubing.

**Warranty**  
20-year tubing material and labor warranty.  
The strongest in the industry.

\* PROPAK® can also be used with other boiler and fuel types.

**Huron Valley Sales**  
6032 Schooner Dr. • Van Buren Township, MI 48111  
rmetz@huronvalleysales.com  
ph: 734/944.5200 • f: 734/944.5800

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

# Disposable Towels; Economical Yet Durable

By Valerie Sweeney

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

## Options Abound

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

DRC, or double recycled cellulose, is a very soft, absorbent disposable wip-

er. It has a variety of uses, including general wiping applications, in lube shops, for detailing, or as a low-cost courtesy towel for your customers. Many people like DRC because it is a great cloth rag alternative, and costs pennies a wipe. DRC can usually be found in many dispensing options, including quarter fold, flat, pop-up and roll.

Spunlace wipers are also very popular in the car care industry. They are the most durable disposable towel option, and are also extremely absorbent. These wipes are lint free, making them great windshield towels.

Spunlace wipers also make great courtesy towels, or general shop rags, especially in lube centers. There are various thickness and color options (often red, white, or blue), and can be found as a quarter fold, flat or even convenient jumbo perforated rolls.

## Applications

Courtesy towels are used by many carwashes throughout the Northeast. These are disposable wipes that you give to your customer. These wipes/disposable towels are given to those who want to touch up a spot on their car (especially on their windows). Courtesy towels help to prevent customers from "borrowing" your towels and "forgetting" to give them back. COVID-19 has affected many carwashes who no longer are leaving towels out for customers to borrow or share. Disposable wipes are a great alternative.

Some carwashes set up dispensers which release one wipe at a time to prevent people from taking more than they need. Others stack wipes up next to the tip box.

Another way to prevent people from taking more than they need is to have the cashier hand out the wipe, or the supervisor as he gives one last "thank you" to the customer.

Disposable wipes are also very popular in lube centers. Once again, they can be used as general wiping rags for absorb-

ing grease and oil. These wipes are ideal for wiping parts, surfaces and hands. Many lube centers use rentals, which can prove to be costly. Not only is there a charge for the rag rental, but there are also extra surcharges including loss, environmental, etc.

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

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

Having a supply of non-woven towels can help save money in the long run. It will prevent workers from using terry or microfiber towels where a low-cost wiper/rag is best suited. These disposable towels can also be used as a low-cost way to enhance customer service at the wash by providing courtesy or dash wipes. Your towel vendor should be able to provide you with various options, and help fit you with the wiper/towel that best suits your needs. NC



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

Valerie Sweeney

**MY CAR WASH GUY**  
20+ years of industry experience  
Car Wash  
Equipment Sales and Support  
P.O. Box 5161  
Mooresville, NC 28117  
[www.mycarwashguy.com](http://www.mycarwashguy.com)  
**Jim Soucek**  
Toll Free: 888 • 977 • WASH (9274)  
Fax: 888 • 976 • WASH (9274)  
Cell: 704 • 247 • 0625  
E-mail: [jim@mycarwashguy.com](mailto:jim@mycarwashguy.com)

**ENTRANCE**



# QUALITY MATTERS.

WE VALUE THE HARD WORK  
YOU PUT INTO YOUR BUSINESS.

THAT'S WHY MANUFACTURING  
HIGH QUALITY DOORS & OPENERS  
IS SO IMPORTANT TO US.

WE'VE BEEN THERE, RIGHT ALONG  
SIDE YOU FOR OVER 35 YEARS.

PERFORMANCE MATTERS TO US.

CALL US TODAY: 1-888-368-4403

WWW.AIRLIFTDOORS.COM



- ✓ LONGEST WARRANTIES IN THE INDUSTRY
- ✓ MOST OPTIONS AVAILABLE
- ✓ SHORTEST LEAD TIMES
- ✓ 24/7 TECHNICAL ASSISTANCE
- ✓ PARTS GUARANTEED IN STOCK

MORE ONLINE!

XRS VINYL DOORS,  
ALASKA DOORS,  
AIR OPENERS  
& ELECTRIC  
OPENERS,  
INFRARED HEAT!



**AIRLIFT DOORS, INC.**

# LOOKING FOR A ONE STOP SHOP FOR ALL YOUR CAR WASH MANAGEMENT NEEDS?



WashAssist® Management Software



LogicWash® Digital Menu Display



LogicVision LPR (License Plate Recognition)



Pegasus Payment Kiosk®



LogicWash® Tunnel Controller



LogicWash® Mobile POS Tablet

# LOOK NO FURTHER! WE HAVE YOUR COMPLETE CAR WASH MANAGEMENT SOLUTIONS!



CleanCarPass® RFID



LogicWash® Web Management System

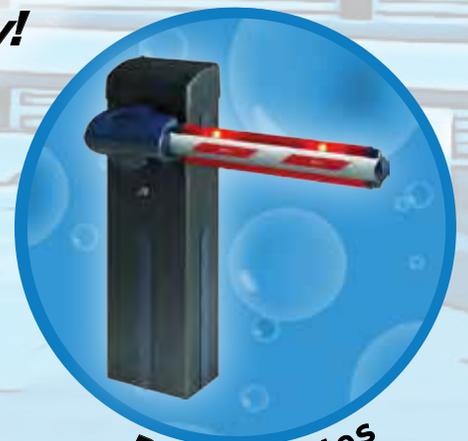


LogicWash® Visual Queue

***Plus, we have the technical support team to keep your system running smoothly!***



LogicWash® Vacuums



Barrier Gates



Marketing Supplies & Services

**Call Us Today to Learn More! (973) 598-0808**  
sales@micrologic.net | www.micrologic.net |   



## CAP BOARD OF DIRECTORS

**PRESIDENT • Keith Lutz**

Kleen Rite Corp., Columbia, PA

**VICE PRESIDENT • Stuart Hammerschmidt**

Shore Corporation, Pittsburgh, PA

**TREASURER • Dave Edwards**

The CAR WASH on Hamlin Hwy. & DOG WASH TOO, Lake Ariel, PA

**SECRETARY • Kingsley Blasco**

Kingsley Blasco & Associates, Newville, PA

## ASSOCIATION MANAGEMENT

Stephanie Shirley

430 Franklin Church Rd.

Dillsburg, PA 17019

stephanie@bennisinc.com

Ph: 717/648-0159

## PACARWASH.ORG

### DIRECTORS

Alex Hedman, Simoniz USA, Pittsburgh, PA

Cliff Reed, Hydro-Spray Wash Systems, Inc., Clearfield, PA

### PAST PRESIDENT

Keith Woolam, Car Wash Management

## 2020 MEMBERSHIP APPLICATION

Carwash Association of Pennsylvania  
430 Franklin Church Road, Dillsburg, PA 17019  
Ph: 717/648-0159 • F: 717/502-1909

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 \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

### Member Category (please circle one)

\$195 Single location operator

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

## PRESIDENT'S LETTER

*In so many ways this year has felt like it has stretched on forever. And then in many others, it begs the question, "Where did the time go?" While family get-togethers, summer activities, and industry events we were looking forward to attending in 2020 resulted in a different outcome, I'm encouraged by the commitment and creativity so many organizations have shown toward still finding ways to bring us together.*

*One such example is the Carwash Association of Pennsylvania's (CAP) annual golf outing fundraiser that took place on September 17 at Cumberland Golf Club in Carlisle. We made the decision to still hold this event as planned while adhering to all recommendations for masks and social distancing. It resulted in a beautiful day of golf and we were pleased to welcome just as many golfers and sponsors as we usually do. Our golfers enjoyed reconnecting and seeing each other face-to-face. And for CAP, this event was extremely important for funding our mission through 2020 and beyond.*

*After a historic presidential election and all the divides this has caused, we need to take a step back and remember that staying separated – whether on political or pandemic related issues – will not yield progress toward a solution. Rather, it will deepen the stress, anger and anxiety that the world could use a lot less of right now. I encourage my fellow carwash professionals to be a source of unity, both personally and professionally. Seek opportunities to connect with your community and your customers on a deeper level. We have all felt some degree of being disconnected or isolated this year. Especially as we move into the winter months, let's make sure that people can point to the carwash community and say we did our part to put joy, kindness and humor back into the world.*

*I hope you all remain safe and healthy and that your businesses be met with every opportunity to thrive in 2021. As always, CAP is here to support you, offer advice, and help make connections for you however we can. We welcome you to reach out to us should a need arise. After all, we are in this together.*



Keith Lutz  
CAP President

**For all the latest  
CAP news visit:  
PACARWASH.ORG**





**NRCC**  
Northeast Regional Carwash Convention

**Northeast Regional  
Carwash Convention  
October 4-6, 2021**



**NEW Keynote Speaker  
Chris Christie!**

Sponsored by



**NEW Welcome Reception  
Moves to ACCC!**

**Open to all attendees and vendors.**

Sponsored by



Host Hotel The Hard Rock Hotel & Casino on Atlantic City's Iconic Boardwalk

**Call 1-800-868-8590 or visit us online at [nrccshow.com](http://nrccshow.com)**

*Were you part of Grace for Vets this year?  
If so, you helped provide an estimated...*

**434,000 Free Washes**  
**Given to Veterans And Service Personnel In 2020!**

*"We are simply blown away by this year's participation"*



**SIGN UP FOR NEXT YEAR!**  
**[graceforvets.org](http://graceforvets.org)**

# CAP Returns to Cumberland Golf Club

The Carwash Association of Pennsylvania (CAP) held its annual golf fundraiser, despite COVID-19, to an enthusiastic crowd of golfers and sponsors on September 17. The event included ample social distancing and followed all CDC guidelines.



## A Winning Team!



Carwash Association of Pennsylvania (CAP) members Ken Greider, Ben Arelleno, Jay Cogley and Gary Boose were the winning foursome at the association's Annual Golf Outing, September 17, at Cumberland Golf Club in Carlisle, PA. **NC**



**Renew  
your association  
membership today at:**

**[pacarwash.org](http://pacarwash.org)**

For future meeting information visit:  
**[pacarwash.org](http://pacarwash.org)**



**CONNECTICUT CARWASH ASSOCIATION**

PO Box 230, Rexford, NY 12148  
 800/287-6604 • Ph/F: 518/280-4767  
 E-mail: Suzanne.L.Stansbury@gmail.com  
 Contact: Suzanne L. Stansbury, Executive Director

**OFFICERS**

**President • Bob Rossini**  
 Unitec Electronics, 543 Winsted Rd.  
 Torrington, CT 06790, 860/866-7350

**Vice-President • Noah Levine**  
 Rapid Car Wash, 422 Coleman St.  
 New London, CT 06320, 860/442-1283

**Treasurer • Allison Shackett**  
 Car Washing Systems, Inc., PO Box 380,  
 Higganum, CT 06441, 860/554-5127

**DIRECTORS**

**Jim Dorsey, Simoniz USA**  
 201 Boston Tpk., Bolton, CT 06043, 603/321-7286

**Mike Benmoschè**  
 26 Valdepenas Lane, Clifton Park, NY 12065, 518/588-6829

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

**Steve Sause, 1852 Capital Management LCC**  
 28 Thorndal Cir., Darien, CT 06820, 860/942-8102

**Immediate Past President • Todd Whitehouse**  
 Connecticut Car Wash, 160 Oak St., Unit 406  
 Glastonbury, CT 06033, 860/652-8888 x114

**PAST PRESIDENTS**

|                    |                 |
|--------------------|-----------------|
| *Ken Gustafson Sr. | Doug Newman     |
| *James Rossini     | Paul Ferruolo   |
| *Bruce Sands       | Tom Mathes      |
| J.J. Listro        | Daniel Petrelle |
| Alan Tracy         | Anthony Setaro  |
| Dwight T. Winter   | Joe Tracy       |
| Fred O'Neill       | Todd Whitehouse |
| Mark Curtis        | *Deceased       |

**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.

**WEWASHCTCARS.COM**

**PRESIDENT'S LETTER**

*Believe it or not, we've had a great stretch of washing in Connecticut. Yes, you did just read that! We've had a great stretch of washing!*

*Despite the COVID environment in which we are living, a stretch of phenomenal weather coupled with consumers knowing we can wash their vehicles safely has helped our volume tremendously. Let's hope that continues into the winter washing season and beyond.*

*During these trying times, it appears that the really sharp operators took this opportunity to dig deep into their businesses and retool and restructure their operations. Even though we all have COVID burnout, these insightful operators have tried to make the best out of a bad deal and strengthened their operations. I commend them and know that their future success will reflect upon their insight.*

*Making the most out of what we all have been dealt, and marching forward, will pay off in spades. I have tried to do that at my operation. I have taken a really deep look at all my expenses, my marketing, my wash package and every aspect of my business. I believe it will pay off for me, as well.*

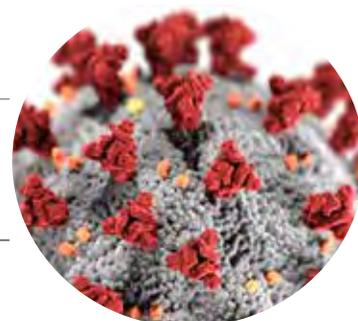
*Being part of this industry has been a joy and pleasure for me. I have made great friends and acquaintances and know that these people are always there to support my business and me. During these challenging times, knowing I have friends I can rely on really helps weather the storm. Don't ever take that for granted, as it's not always the case in every industry in which you can operate. Thank you to all my great friends and moving into what we hope is a busy season may you all stay healthy and may the snow fly. There is nothing more beautiful than a salt-covered car on a crisp, sunny New England day.*

*Happy New Year to everyone! Please be safe, healthy and happy.*



Bob Rossini, CCA President

**For the most current  
 COVID-19 operating information  
 visit [wewashctcars.com](http://wewashctcars.com)**



# INVESTED IN THE SUCCESS OF CAR WASH OWNERS



Free to use tools and resources including an industry specific job board and an unlimited program calculator.



Articles covering everything from equipment selection to the growing presence of private equity.



Scalable responsive solutions powered by the cloud to adapt to abrupt changes like COVID-19.

**SOLUTIONS CREATED BY A CAR WASH OWNER,  
DESIGNED EXCLUSIVELY FOR THE CAR WASH  
INDUSTRY**



[WWW.WASHIFY.COM](http://WWW.WASHIFY.COM)

1-855-927-4439

# An “Exit” Interview with Mr. Sparkle’s Paul Ferruolo

*When you ask Paul Ferruolo about his tenure in the carwashing industry his face lights up. He recounts his work on the Dollar Coin that brought him to Washington, as well as his years of service to the Connecticut Carwash Association as a board member, officer and president. And he chuckles when I remind him of his relentless visits to Hartford, with his trusty coin box in hand, in hopes of winning the repeal of the sales tax on self-service washes.*

*Paul never approached a project with anything less than 110 percent commitment and that’s part of why he, and his family, have been so successful running their central Connecticut self serves.*

*Now, with only a month or so of “retirement” under his belt, we sat down and asked him about his former carwashing life and future without it.*

**NC:** Paul, first, congratulations on the sale of your family’s business, Mr. Sparkle. Can you give our readers a little history on how and when your family got into the industry, your growth over the years and where you stood when you sold the business this past summer?

**PF:** Thank you, Suzanne. My family and I are thrilled with how the sale worked out. My father, John, started the business in 1965 with four self-service bays. He had seen an ad in *The Wall Street Journal* about carwashes and decided it would be a good part-time business. He was a pioneer in the self-service carwash industry in New England, and his success led him to make it a career. My brother, Greg, and I joined the business full time upon graduation from college. When we sold the business we were running 14 locations consisting of 65 self-service bays, 19 touchless automatics and 9 exterior tunnels.

**NC:** Do you have any advice for someone who may be considering selling?

**PF:** I would advise potential sellers to make sure they have good legal and accounting teams with experience selling



*Mr. Sparkle Car Washes started in the 1960’s led by patriarch John Ferrulo (center) and later his sons Greg (left) and Paul (right) took over the hugely successful self-service business.*

businesses and properties. Be prepared for the unexpected and remain patient. The process is not fast and resolution of small details can take time. Oh, yeah, and that credit card contract you signed 20 years ago – you’re going to need to find that.

**NC:** How do you know when it’s the right time to sell?

**PF:** That is a personal question that can only be answered by the individual operator.

**NC:** Looking back on your tenure in carwashing, you got involved in the Connecticut Carwash Association (CCA) in 2000 and became president in 2002. You also launched the first scholarship program in the Northeast for carwash employees. What are your takeaways from your time on the board?

**PF:** I believe that membership in the CCA is essential to the success of any carwash in Connecticut. Throughout my involvement, I made numerous contacts and friends, and gained insight. All of this helped promote positive energy into the business. The CCA introduced me to many new experiences –

*This photo from 1967 shows the family’s first location on Albany Avenue in Hartford.*



from lobbying Connecticut's Lieutenant Governor, to meeting with the International Carwash Association (ICA) in Chicago, to engaging in meaningful exchanges with operators around the country.

Creating the scholarship was something I will always be proud of. Alan Tracy was also instrumental in making this exceptional program happen. It is something I hope will continue because it provides an exclusive opportunity for entry-level employees and their families.

**NC:** Would you suggest to new, as well as seasoned, operators that they get involved, and if so, why?

**PF:** I would strongly recommend that operators get involved and stay involved. The mission of the CCA is to promote carwashing in Connecticut. Throughout my career, my family has relied on the CCA when the chips were down. We did not win every battle, but at least we had the opportunity to plead our case. From time to time an operator may wonder if his or her dues are having any benefit. But each time we've faced a new DEEP regulation, or a drought, or a new sales tax, or even a Pandemic – the CCA was there.

**NC:** Being a self-serve operator your COVID restrictions were manageable, but I'm sure volume took a hit, at least initially. What are your thoughts on carwashing during the early part of COVID?

**PF:** The first days of the COVID-19 crisis were perhaps the most challenging of my career. Uncertainty ruled the moment and the news was bad and getting worse. The CCA reached out to state officials and gave us clarity that carwashes could be open. Fortunately, over the course of the spring, the sun came out, the weather warmed, and the pollen was heavy. My father has always said, "This business can bring you to your knees, but it never lets you down." Once again it did not.

**NC:** What do you feel was the biggest impact on the self-serve/inbay model in the last decade?

**PF:** At Mr. Sparkle, we have always been big fans of this model. Perhaps it's because it's in the roots of our business. My father was a pioneer in New England with both the self-service bays and the "inbay model" (or as my family calls it "the auto.") Over the years, the industry has seen many technological advances. I believe that in the last 10 years the chemical manufacturers gave us the biggest boost with advances in liquid soaps – most notably Simoniz's introduction of "Hot Wax."

**NC:** Can you share a story that sums up your passion for the industry? Something that happened that you'll always remember with a smile?

**PF:** Thinking back, each location can stir the memory of the thrill of a victory or the agony of a defeat. An example of an exceptional



*It takes a village, so they say, and in that Team Mr. Sparkle showcases some key players a few days before the sale of the Ferruolo Helm. Pictured left to right: Jeff Connors, Paul, John and Greg Ferruolo, Mark Chaves and Juan Picaro.*

memory (that illustrates the highs and lows of this business) is one typical Tuesday I was being held by my feet upside down in a manhole trying to clear a clogged pipe, only to receive a call later that day that would bring my brother, Greg, and I to the White House to watch the unveiling of the Golden Dollar Coin.

But I have to say that throughout all these years, the thing that can always put a smile on my face is when I get the opportunity to learn about the continued success of an employee. On more than one occasion a former employee has gone out of their way to return and thank us for the experience of working at Mr. Sparkle. I love hearing how what they learned has propelled them into another rewarding career. We've always attributed Mr. Sparkle's success to our employees. It's very satisfying to know that so many of them feel that we were good employers who had a positive impact on them.

**NC:** If you could give your 25-year-old self some advice about being a carwasher, what would it be?

**PF:** Get out while the getting is good! LOL!

**NC:** What's next for Paul Ferruolo?

**PF:** For right now, I'm still enjoying the moment. My brother and I are outdoor enthusiasts, so it is fun to have time to spend together getting to do the things we both love. As far as what is next, you never know. What I do know is that for the first time since high school, I will have the week between Christmas and New Year's totally off!

## One Last Thing!

*On behalf of my family, I want to give special thanks to everyone in the carwash industry. With the help of manufacturers, distributors, and friends in the business – coupled with a little ingenuity, lots of luck, and awesome employees – we were able to build and run a successful business.*

*As the owners and operators of Mr. Sparkle Car Washes, Inc., thank you all for more than 50 memorable years. - Paul Ferruolo*

# Connecticut 2020 Election Results

CCA

By P.J. Cimini

State Democrats had a successful 2020 election as they expanded their majorities in the General Assembly, successfully defended the state's five congressional seats and voted Vice President Joe Biden over President Donald Trump by a double-digit margin.

Turnout was slightly higher than in the last Presidential election in 2016 with fewer ballots cast in-person and more sent back through the mail. More than 1.85 million voters cast ballots out of more than 2.33 million eligible voters which equals a statewide voter turnout rate of 79.65 percent, up 2.7 percent from 2016 when 1.67 million cast ballots for a voter turnout rate of 76.94 percent.

## CT Federal Congressional Incumbents

All five of Connecticut's congressional incumbents were re-elected and will remain Democratic with John Larson (D-1), Joe Courtney (D-2), Jim Himes (D-3), Rosa DeLauro (D-4), and Jahana Hayes (D-5) all defeating their opponents by healthy margins. Congresswoman Hayes, who faced an unexpectedly strong challenge from former prosecutor David X. Sullivan, survived with strong vote tallies from throughout the 5th District.

Congresswoman DeLauro is in line to Chair the powerful House Appropriations committee, putting a key State member in line to support and help Connecticut fight for more Federal aid.

Congressman Larson stands to stay strategically positioned on the House Ways and Means Committee with a top subcommittee assignment.

## Connecticut General Assembly

Democrats have expanded their already large margins in both the State Senate and the State House of Representatives. They made net gains of two seats in the Senate and seven (six) in the House producing majorities of 24-12 in the Senate and 98-53 in the House for the coming legislative session. There will be 23 (22) first-year House members and three new senators. The General Assembly convenes on January 6 when the 151 House members and 36 senators will begin two-year terms.

In the State House, House Democrats won a net total of seven (six) seats, bringing their caucus total to 98 (97) members\* (subject to a November recount) and House Republicans at 53 (54) seats, down from 60 last session.

Current House Majority Leader **Matt Ritter** was unanimously elected the next Speaker of the House and House Finance Committee Chair Jason Rojas will take his position as House Majority Leader.

House Republicans elected current Deputy Minority Leader **Vincent Candelora** as the next House Minority Leader and Fairfield County legislator Tom O'Dea as his House Deputy Minority Leader.

In the State Senate, Senate Democrats added two seats to an

already large 22 seat majority caucus, giving them a legislative veto-proof majority of 24-12.

Senate Democrats have re-elected current State Senate President Pro Tempore **Martin Looney** and current Senate Majority Leader **Bob Duff** to continue their leadership.

Senate Republicans elected Insurance Committee Ranking Member **Kevin Kelly** as the new Senate Minority Leader and Appropriations Committee Ranking Member **Paul Formica** as Senate Deputy Minority.

## State Senate Races

**S-6 - Sen. Gennaro Bizzarro (R-New Britain) vs. Rick Lopes (Democratic Challenger):** Bizzarro, a freshman, faced a rematch against Lopes, whom he defeated in a low-turnout special election in 2019 for the Senate seat. An attorney, backed by popular Republican Mayor Erin Stewart, under whom he serves as New Britain's corporation counsel, Bizzarro had hoped to gain support from Republicans in Berlin, but Lopes ran up strong numbers in his hometown of New Britain to win the multi-town district.

**S-13 - Sen. Mary Daugherty Abrams vs. Len Suzio (Republican Challenger):** This was a rematch pitting former St. Sen. Suzio, who had won a special election for the seat in 2011 and then again in 2016, but he lost races in 2012, 2014 and then in 2018 against Abrams. Abrams survived the fight and returns as Chair of the Public Health Committee and with increased clout in the Senate Democratic Caucus. The district includes Meriden and Middlefield and parts of Cheshire and Middletown.

**S-17 - Sen. George Logan (R-Ansonia) vs. Democrat Jorge Cabrera (Democratic Challenger):** Current St. Sen. Logan faced a bruising rematch against Cabrera, a union organizer from Hamden, in a rematch of a tight race that Logan had won by only 85 votes. Republicans targeted the seat that had been previously held by St. Sen. Joe Crisco for over 24 years, who Logan had defeated in 2016. Cabrera had been declared the victor on election night in 2018, only to lose in a recount after a mistake in counting absentee ballots that was attributed to human error. The district includes Ansonia, Beacon Falls, Bethany, Derby and parts of Hamden, Naugatuck and Woodbridge.

**S-19 - Sen. Cathy Osten (D-Sprague) vs. Steve Weir (Republican Challenger):** St. Sen. Osten faced a tough challenge after having been defeated as the 1st Selectman of Sprague in 2019. She was targeted by Republicans this year in the swing district of 10 small towns in eastern Connecticut that have been trending more and more

conservative and pro-Trump compared to the rest of the state. Osten beat back the challenge from Weir, a former Glastonbury police officer, who called for more fiscal responsibility in Hartford.

**S-26 - Sen. Will Haskell (D-Westport) vs. Kim Healy (Republican Challenger):** First term St. Sen. Haskell scored a huge upset in 2018, winning a seat that Republicans had held for more than 45 years in the GOP strongholds of Wilton, Weston and surrounding communities. Republicans targeted the seat by running Healy, a former auditor whose father had been a New York City police officer. Police unions representing all seven towns across the district endorsed Healy because of Haskell's support of the controversial measure.

**S-28 - Sen. Tony Hwang (R-Fairfield) vs. Michelle Lapine McCabe (Democratic Challenger):** St. Sen. Hwang, who served in the House before he was elected to the Senate in 2014, was a top target of Democrats this year. He beat back the spirited challenge from Democratic challenger McCabe. The district includes Easton, Fairfield and Newtown, as well as parts of Weston, and Westport.

**S-32 - Sen. Eric Berthel (R-Watertown) vs. Jeffrey Desmarais (Democratic Challenger):** St. Sen. Berthel, a Watertown Republican, survived and won a surprising battle spurred by his display of a windshield decal supporting the QAnon conspiracy movement. He removed the sticker after a political firestorm erupted over it, including being called out and criticized by Republican St. Rep. Arthur O'Neill of Southbury, a respected figure in Berthel's district and the longest-serving House Republican. The district spans 10 towns outside of Waterbury.

**S-36 - Sen. Alex Kasser (D-Greenwich) vs. Ryan Fazio (Republican Challenger):** In 2018, Kasser pulled off one of the most stunning upsets in Connecticut history when he defeated St. Sen. Scott Frantz, a long-time political leader in lower Fairfield County who came from a powerful Republican base. The district had not been represented by a Democrat since 1930. Republicans had targeted St. Sen. Kasser with a bright young challenger who attacked her on her highway tolls support, police accountability vote and other fiscal issues. Fazio, a venture capitalist, supported cutting the income taxes and freezing tuition for public college students. The district includes Greenwich and parts of New Canaan and Stamford.

for eight years at the same time on the town council. Democratic Barry had served as Vice-Chair of the Education Committee. Beckett, a veterinarian who has served eight terms on the Glastonbury Town Council, had been the Council Chairman for seven years after winning the most votes among council members. Barry won this very competitive race to keep it in Democratic control.

**H-43 - Rep. Kate Rotella (D-Stonington) vs. Greg Howard (Republican Challenger):** Rotella had come under fire locally by voting in favor of the police accountability bill, which has been blasted by local and state public safety officers and their supporters. Soon after Rotella's vote, Stonington police Detective Greg Howard stepped forward at the last minute and declared that he was running for the legislature as a Republican, winning the race which become one of the few districts that flipped on the police accountability issue. The district includes Stonington and North Stonington.

**H-39 - Rep. Anthony Nolan (D-New London) vs. Kat Goulart (Republican Challenger):** Nolan, a New London police officer, was passed over for endorsement by the local and state police unions who endorsed Goulart after Nolan voted in favor of the police accountability bill. Nolan won a resounding victory despite the police endorsements in the traditionally Democratic district which includes parts of New London.

**H-58 - Rep. Tom Arnone (D-Enfield) vs. Mary Ann Turner (Republican Challenger):** Arnone, a first-term incumbent faced Turner, the longtime Enfield GOP chairman in a swing district that includes the hardscrabble section of Thompsonville in Enfield. Arnone had defeated a first-term Republican in 2018, but Republicans targeted Arnone in a Republican trending district. Arnone won with a strong plurality in the competitive district.

**H-63 - Rep. Jay Case (R-Winsted) vs. Noel Rodriguez (Democratic Challenger):** A normally low-key race in Litchfield County was thrown into the public spotlight when Democrat Rodriguez released a campaign mailer that accused Case of sexual assault allegations in a state police report that had been filed by Case's stepson. Republican Case survived and was re-elected to his seat. The 63rd House District includes Colebrook and Winchester as well as parts of Goshen and Torrington.

**H-77 - Rep. Cara Pavalock-D'Amato (R-Bristol) vs. Andrew Rasmussen-Tuller (Democratic Challenger):** Republican Pavalock-D'Amato faced a spirited challenge from first-time candidate Rasmussen-Tuller with many social media accusations flying back and forth. Pavalock-D'Amato was re-elected and will play an increasingly important role in the House Republican caucus.

---

## House of Representatives

**H-31 - Rep. Jill Barry (D-Glastonbury) vs. Stewart "Chip" Beckett (Republican Challenger):** Barry and Beckett are well-known officials in the community who both served

*Continued...*

**H-90 - Rep. Craig Fishbein (R-Wallingford) vs. Jim Jinks (Democratic Challenger):** After having been previously declared the winner, Democratic challenger Jim Jinks is facing a recount against Republican incumbent Craig Fishbein. The initial tally on election night showed Jinks beating Fishbein 5,747 to 5,330 but did not include any votes from one of the nine polling locations. When alerted that those results were missing, and the district was added in, the new updated vote tally had Fishbein ahead 7,058 votes to 7,037 for Jinks (a 21 vote or 0.16% difference). The updated results meant a swing of more than 100 votes in the tally from Jinks to Fishbein and a recount was scheduled for Thursday, November 12, 2020. Fishbein, who won the seat in a special election after the death of Rep. Mary Fritz in 2016, was unopposed for re-election until June. Jinks, a Cheshire councilman, made a late entry into the race.

**H-101 - Rep. Noreen Kokoruda (R-Madison) vs. John-Michael Parker (Democratic Challenger):** Kokoruda, a five-term incumbent faced a rematch against Parker, who lost in 2018 by only 18 votes. A member of the legislature's budget-writing committee, Kokoruda had been fighting thyroid cancer two years ago and had largely lost her voice, but rebounded and continued to serve. Parker flipped the traditionally Republican seat to Democratic hands.

**H-103 - Rep. Liz Linehan (D-Cheshire) vs. Pam Salamone (Republican Challenger):** This back-and-forth swing district has been represented by both parties in alternate terms in recent years and Republicans targeted Linehan again this year. Linehan survived the race and will return to her position in the House Democratic Caucus. The district includes parts of Cheshire, Southington and Wallingford.

**H-132 - Rep. Brian Farnen (R-Fairfield) vs. Jennifer Leeper (Democratic Challenger):** Current State Representative Farnen had won a special election earlier this year in Fairfield against Leeper and they faced each other again in a rematch that had been targeted by both parties. Leeper took this race in what had been a traditionally Republican District.

**H-142 - Rep. Lucy Dathan (D-Norwalk) vs. Fred Wilms (Republican Challenger):** Dathan pulled off a major upset and beat Wilms, a two-term incumbent, in 2018, becoming the first Democrat ever to win the redrawn district that includes parts of Norwalk and New Canaan. Dathan survived the rematch and looks to move up with a Chairmanship in the next session.

**H-143 - Patrizia Zucaro (R-Westport) vs. Stephanie Thomas (Republican Challenger):** Democrat Thomas came within 3 percent of defeating former Republican State

**J&M**  
Car Wash Builders  
Authorized MACNEIL Distributor  
For NY, NJ, CT & PA

Sales Repairs Service

COMPLETE CAR WASH EQUIPMENT AND INSTALLATION FROM START TO FINISH

MacNeil Foam Replacement with FREE Installation

BBB ACCREDITED BUSINESS

MACNEIL

> Hydraulics  
> Plumbing  
> Electrical  
> Controllers  
> Vacuum Systems  
> Layout Design

Cell 201-852-3300 Phone 201-945-8686  
www.jmcarwashbuilders.com

Representative Gail Lavielle two years ago in Wilton, Westport and part of Norwalk. Lavielle did not seek reelection and Thomas took the targeted race against Republican Patrizia Zucaro, a local attorney.

**H-150 - Rep. Stephen Meskers (D-Greenwich) vs. Joe Kelly (Republican Challenger):** Meskers made history in 2018 by becoming the first Democratic House member from Greenwich since 1912. Republicans had targeted him this cycle by running local businessman Kelly who touted his extensive business expertise. Meskers survived the targeted race and looks to move up in leadership on the Finance Committee.

---

## DEEP, Stormwater Permit Agreement

Industry groups and the Department of Energy (DOE) and Environmental Protection Agency (EPA) have reached a temporary solution to clear the stormwater permit logjam that's delaying economic development projects.

DEEP allowed the stormwater general permit to lapse September 30, 2020, after environmental and industry groups requested a hearing concerning the agency's permit revisions.

DEEP issued a notice in January to modify the current stormwater general permit, which had been in effect without modification since 2013. Many of the issues related to the permit focused on DEEP's insertion of Appendix I, designed to regulate the construction of commercial solar power projects.

The permit is required for all construction projects greater than five acres and is designed to protect the state's waters from erosion and sedimentary runoff due to construction.

Projects between one and five acres do not require a permit, although they must be reviewed and approved by a local land-use commission such as a planning and zoning, wetlands, or conservation commission.

---

## Permit Registrations Suspended

Even though solar farms were at the center of the permit issue, all stormwater general permit registrations have been suspended since October 1. As a result, no projects of any type were authorized, hindering economic development across the state. After hearing from impacted businesses, CBIA initiated conversations with DEEP urging quick action on at least a temporary solution allowing projects already in the pipeline to move forward. DEEP is expected to reissue the current version of the permit for a period of 90 days.

Nothing in the previous permit will change. DEEP will use the authority granted by Gov. Ned Lamont's **COVID-19 executive orders 7M and 7DDD** to extend the permit.

Any projects that filed a permit application prior to Oct. 1, 2020, will be subject to the requirements of the old permit.

---

## Transfer Act Changes Among Special Session Approved Bills

The Connecticut General Assembly passed some important legislation for the carwash industry earlier this year when they met in Special Session.

One of the most important policy reforms involved changes to the Connecticut Property Transfer Act, which currently hampers the clean-up of environmentally contaminated properties. The bill replaces the current transfer system with a release-based system similar to that adopted by 49 other states. The Act simplifies assessing liability for pollution on properties as they are sold. The rewrite of the current Transfer Act followed a study that was completed in February. The bill will sunset a law hampering the redevelopment of environmentally-contaminated property in Connecticut. Carwashers and state businesses and economic development officials have long sought changes to the Connecticut Property Transfer Act, which ties the clean-up of environmentally contaminated properties to the sale or transfer of those properties.

---

## Government Run Public Health Care is Top Priority for Session 2021

State Democratic leaders, including State Comptroller Kevin Lembo, Speaker-designee Matt Ritter, Senator President pro tem Martin Looney and Insurance Committee co-chairs, Matt Lesser and Sean Scanlon, have announced their support for government-run public health care option for state residents. The State Comptroller has stated that the public health crisis of COVID-19 and the resulting unemployment has exacerbated the need for a government-run public health care option. While no specifics on the legislation have been developed, it is expected to be similar to public option legislation previously introduced in 2020 by the Insurance Committee.

---

## Governor Extends All COVID-19 EO's

On November 9, Governor Lamont signed **Executive Order No. 9L**, which extends to February 9, 2021, all previously issued executive orders related to COVID-19 that are in effect as of November 9. The order also extends to February 9, 2021, any unexpired order, rule regulation, directive, or guidance issued by any official, agency department, municipality, or entity pursuant to an unexpired COVID-19 order, unless earlier modified or terminated by the issuing authority.

---

## FMLA Deadline Delayed

An important November 1, 2020, deadline for businesses related to the state's new paid family and medical leave mandate was delayed, according to members of the authority overseeing the program.

*Continued...*

## Lobbyist Update ... *continued*

The program was enacted during the 2019 legislative session and will impact virtually every business in the state.

Under the mandate, businesses with one or more employees are required to deduct 0.5 percent of each employee's wages – beginning Jan. 1, 2021, – and submit those payments to the state's Paid Family and Medical Leave Insurance Authority. Beginning Jan. 1, 2022, employees are eligible for up to 14 weeks paid leave annually to care for their own or a family member's illness or injury. Leave payments will be 95 percent of the employee's pay, capped at 60 times the minimum wage. Sole proprietors have the option of also participating in the program, provided they do so for a period of at least three years.

### Connecticut CARES Small Business Grant Program

Governor Lamont has created a new State sponsored support program called the "Connecticut CARES" Small Business Grant Program.

The program began accepting applications from small businesses on November 12 and will be open until the full allocation runs out. The new program will provide small businesses and nonprofits with 2019 annualized payroll of less than \$1.5 million or 20 or fewer employees, with a one-time grant of \$5,000. All funding will be disbursed by the end of December and will not require repayment. The grant can be used for rent, payroll, utilities, inventory or complying with the CT Reopen Business Sector Rules.

### The PPP

The federal program prioritizes millions of Americans employed by small businesses by authorizing up to \$349 billion toward job retention and certain other expenses. Small businesses and eligible nonprofit organizations, Veterans organizations, and Tribal businesses described in the Small Business Act, as well as individuals who are self-employed or are independent contractors, are eligible if they also meet program size standards. For more information and to apply visit [home.treasury.gov/policy-issues/cares/assistance-for-small-businesses](https://home.treasury.gov/policy-issues/cares/assistance-for-small-businesses)

## Thinking of Buying or Selling?

### ROSS BROTHERS INC CAR WASH BROKERS

Jeff Bell

Rockville Centre, NY  
Iselin, NJ  
Stamford, CT

Office: 516.766.7977  
Cell: 201.522.0157

[www.mycarwashbroker.com](http://www.mycarwashbroker.com)

## Other Resources

The Connecticut Department of Economic and Community Development (DECD) created a COVID-19 Business Emergency Response Unit dedicated to assisting businesses navigate resources and develop new resources. A dedicated phone line is available at **860/500-2333** to provide assistance to Connecticut's small businesses and carwashes for this purpose.

- **Unemployment assistance:** Workers directly impacted by the coronavirus pandemic no longer must be actively searching for work to qualify for unemployment assistance. And employers who are furloughing workers can use the Department of Labor's shared work program, which allows businesses to reduce working hours and have those wages supplemented with unemployment insurance.
- **Business Interruption Insurance:** A business interruption insurance policy should list or describe the types of events it covers. Events that are not described in the policy are typically not covered. It is important to review the policy exclusions, coverage limits, and applicable deductibles with your agent, broker or insurer. The Connecticut Insurance Department, [portal.ct.gov/cid](https://portal.ct.gov/cid)
- **Small business owner's guide to the CARES Act:** On March 27, 2020, the United States Congress approved the Coronavirus Aid, Relief, and Economic Security (CARES) Act to provide the country with relief from the impact of COVID-19. For a guide about how the act will impact small businesses visit [home.treasury.gov/policy-issues/cares](https://home.treasury.gov/policy-issues/cares)
- **Safe Workplace Rules for Essential Employers:** Effective April 7, 2020, every essential workplace in the state is required to take additional protective measures to reduce the risk of transmission of COVID-19. Executive Order No. 7V requires the commissioner of DECD to issue mandatory statewide rules prescribing such additional measures. Such rules will be mandatory throughout the state and supersede and preempt any current or contemplated municipal order. DECD published these rules at [portal.ct.gov/DECD/Content/Coronavirus-Business-Recovery/Safe-Workplace-Rules-for-Essential-Employers](https://portal.ct.gov/DECD/Content/Coronavirus-Business-Recovery/Safe-Workplace-Rules-for-Essential-Employers), outlining guidance for essential workplaces.
- **Reimbursement of medical leave costs for small and medium-sized businesses:** The Connecticut Department of Insurance reminds small and medium-sized employers of recent guidance from the Internal Revenue Service (IRS) on COVID-19 - related medical leave. To learn more visit [www.irs.gov/newsroom/irs-guidance](https://www.irs.gov/newsroom/irs-guidance)
- **COVID Loan Tracker:** [www.covid-loantracker.com](http://www.covid-loantracker.com) **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](mailto:pj@csgct.com)*



P.J. Cimini



Keep watching our website for updates on the 2021 CCA Golf Classic:

**WEWASHCTCARS.COM**

**CCA**

We hope to hit the links in August and have as much fun as this group did in 2019!



Graphic design solutions that are engaging and inspired.

Award-winning logos, branding, advertising, marketing materials, print publications, photography and more.



portfolio at [auroradesignonline.com](http://auroradesignonline.com)

[ A U R O R A D E S I G N ]

**CAR WASHING**

**SYSTEMS**

*Specializing in In-Bay Automatics, Self Service Equipment, Cleaning Solutions and MORE!*

CT RI MA VT NH NY

130 Pokorny Road • P.O. Box 380 • Higganum, CT 06441  
 Warehouse: (860) 554-0727  
 Office: (860) 554-5127  
 Email: [carwashingsystems@comcast.net](mailto:carwashingsystems@comcast.net)  
 Website: [www.carwashingsystems.com](http://www.carwashingsystems.com)

*Your Northeast Distributor  
 Please call for more information.*



## OFFICERS

### Doug Rieck, president

Magic Wash  
578 Mill Creek Rd.  
Manahawkin, NJ 08050  
(609) 597-SUDS

### Dino Nicoletta, vice president

Ashbury Circle Car Wash  
707 Highway 35  
Neptune, NJ 07753  
(731) 455-3618

### Mike Prudente, treasurer

Summit Car Wash & Detail Center  
100 Springfield Ave.  
Summit, NJ 07901  
(908) 273-0830

### Suzanne Stansbury, executive director

PO Box 230  
Rexford, NY 12148  
(800) 287-6604  
Ph/F (518) 280-4767  
mediasolutions@nycap.rr.com

## BOARD MEMBERS

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

## PAST PRESIDENTS

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

\*deceased

## PRESIDENT'S LETTER

*By nature I am an optimist and that is very helpful when you make a living washing cars. We deal with the uncertainties of weather and the certainties that you will always be a man short on a busy day, or something will break at the most inopportune time. When it rains, usually after irritation, I tell myself that a rain day is a great chance to catch up on tunnel maintenance or dig out the self-serve pits, maybe even go home early.*

*2020 was certainly something. The good news is that we just celebrated (at home) the passing of a year we won't soon forget. Hopefully, this year, with vaccines we can start the path to our better normal. We will still have to wear masks, no doubt, but the promise of effective vaccines is here.*

*As I write this letter in November, the COVID Pandemic has been getting worse nationwide. We have been fortunate, until now, in New Jersey but our infection rate has been rising and getting closer to our spring peaks. Certainly, most of New Jersey is still better off than many other parts of the country.*

*We continue our relationship with our lobbying firm, PPAG, and have regular meetings to ensure that our voice is heard and that carwashes are recognized as a safe activity and the need for our services is clear. As an industry, many of us took a hit in the spring with shutdowns and with reduced road traffic during the shutdown. I believe it is important to be aware that as an industry we have not suffered anywhere close to that of the restaurant and travel industries, for example. For that we should be thankful.*

*There is not much to report as an association other than our board's efforts with PPAG. As stated previously, your officers are working with a lobbyist and keeping the best interests of the membership front and center. We have put a significant amount of money toward our end goal on your behalf. We are confident that it is money well spent.*

*Obviously, we have had no in-person meetings. The Northeast Regional Carwash Convention (NRCC) had an excellent ZOOM meeting that was free and open to all in November. We are looking into additional Zoom meetings and may do some just for our association. I think doing this can be important to all of us so that we can offer some sort of fellowship and community with brother and sister carwashers. Read the Constant Contact eblasts that circulate and check our website, [cwonj.com](http://cwonj.com), often.*

*Looking into the future, the NRCC is going to be back with our best ever show this coming October. A celebration of carwashing and seeing friends and the toy store of the show floor will hopefully await us this fall in Atlantic City. Just think of all the new stuff which will be waiting. And, Chris Christie is our keynote speaker!*

*I believe our meeting will be the first one on the East Coast post Covid. Following us six weeks later, The Carwash Show® show will return to Las Vegas. And then six months after that The Carwash Show® heads to Nashville.*

*There is brightness on the horizon despite some current dark months. There has been change and further consolidation. All of us have learned to wash cars as well with reduced labor. It is our job as small business entrepreneurs to grow with the changes and challenges and use this period of transition to improve our product and way of doing business. We will endure, I am sure of it.*



Doug Rieck, CWONJ President

## Jobe Founder to be Honored



*Jack Weinstein*

Jobe Industries founder, Jack Weinstein, who passed in November of 2019, will be honored at the association's next in-person event for his innovation and impact on the carwashing industry. Weinstein's grandson, Jacob, will receive the award in his memory. **NC**

## Association Educates Legislators

The Car Wash Operators of New Jersey (CWONJ), under the guidance of Lobbyist Al Gaburo with Princeton Public Affairs Group (PPAG), New Jersey's premier governmental relations firm, based in Trenton, have begun dialogue with legislators to educate them on the safe measures taken by full-service operators during COVID-19. In hopes of getting ahead of a possible second wave of shutdowns, the association has teamed up with the influential lobbying firm to demonstrate that professional carwashing can be contactless and safe. "Our affiliation with PPAG is essential to keeping our washes open this winter," said CWONJ President Doug Rieck. "They know the right people to reach out to and how best we can present ourselves as a COVID-friendly industry. We have to do this for our members."

The meetings began in November and involve tours of member full-service facilities. **NC**



# PPAG

For more information on PPAG visit [ppag.com](http://ppag.com)

## On the Front Lines of Workplace Law.™

Fisher Phillips is a national labor and employment law firm serving employers. We represent employers nationally, including car wash companies and operators on all employment matters such as wage and hour, government audits, discrimination claims and employment counseling.



**Fisher  
Phillips**

Alvaro Hasani  
[ahasani@fisherphillips.com](mailto:ahasani@fisherphillips.com)  
430 Mountain Avenue  
Suite 303  
Murray Hill, NJ 07974  
[www.fisherphillips.com](http://www.fisherphillips.com)

## JOYCE MEDIA

Web Design  
Web Hosting

Search Engine Submissions  
Full website management

FREE SITE UPDATES  
UP TO 1 HOUR PER MONTH!

[info@joycemedia.com](mailto:info@joycemedia.com)  
[www.JoyceMedia.com](http://www.JoyceMedia.com)

toll free

**888.503.9955**



The magnificent design of this wash is a huge marketing tool in its arsenal.



# Unique Design, Hybrid Model Sets Soaring Apart

By Alan M. Petrillo

Soaring Car Wash at 235 US 46 in Elmwood Park, NJ, opened its new 130-foot tunnel as an express exterior/flex service wash with detailing and aftercare in mid-January of 2020, and had a great run that month, according to its owner Erion Lenas.

“We have all MacNeil Wash Systems equipment and use seven Clean Touch arches,” Lenas pointed out, “and out front are two DRB pay gates with automatic express pay terminals. “When the auto comes out the tunnel exit, it can bypass the aftercare and go to our AutoVac system that has 18 drops along the back side of the property, or they can turn left for aftercare and/or detailing in one of our three

The express exterior boasts seven Clean Touch arches and DRB flex controls. Its colorful package is certainly eye-catching.

drive-in and drive-out bays, which can fit eight cars comfortably.”

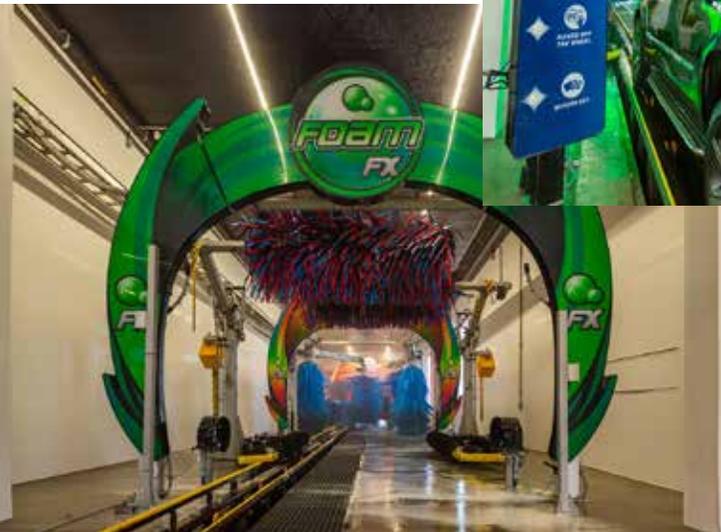
When COVID-19 hit hard in March, Soaring Car Wash continued providing express exterior wash services because it was classified as an essential service under auto services, Lenas noted.

“Things slowed down quite a bit, but once customers realized we were open and operating, it became like an outing for them and we saw an increase in business,” he said. “We disinfected all touch points in the carwash, and had no interactions with customers unless we were masked and socially distanced.”

Soaring Car Wash offers three wash packages for its express exterior service. The Lift package gives a wash, wheel bright, undercarriage flush and power dry for \$10 for a single wash, or \$19.99 a month for unlimited. Glide includes the Lift package and triple foam shine, conditioning lava shine, and tire shine for \$16 for a single wash and \$26.99 a month unlimited. Soaring’s top wash is Soar, which includes the Glide package, plus undercarriage rust shield, rain and surface shield, and Soaring hot wax shield for \$20 as a single wash and \$29.99 a month for unlimited.

Lenas said any customer who wants full-service aftercare can upgrade to it

The wash’s detailing and aftercare service is an additional \$20. Unlimited members pay \$18.



The MacNeil-equipped tunnel opened in mid-January, 2020, amid COVID-19.



Of course, all employees wear facecoverings at all times.

for an additional \$20, or \$18 if they are an unlimited member. Aftercare includes vacuuming of the interior and mats, a thorough cleaning of the vehicle's interior and exterior windows, and a wipe down of the console and dash.

This is Lenas's first carwash, and he owns it in partnership with his cousin Spyros Lenas, who owns the property the carwash was built on.

"We come from a restaurant background and researched the carwash industry for a couple of years because we wanted to diversify from the food industry," Erion Lenas pointed out. "The carwash business always was intriguing to me. I saw the hardships of the lack of automated systems in restaurant management where you can't run it remotely, like we can with Soaring. With the unlimited membership model and the automated equipment in the carwash we can see a lot of growth at our desired rate, but don't have to be at the business 24/7."

Lenas said that 95 percent of Soaring's business is through

credit card use, and his labor rates are good because of the automation on the site. Soaring currently has 22 employees, including four managers.

"We are on a 1.1 acre site with a Wendy's adjacent to us on its own 1.1 acre site, but we share a curb cut with them on a very busy highway, so business has been great because this is a high-exposure location," Lenas added. "A good deal of our appeal is attributable to the design by Christopher Crawford of Car-Wash-Architect.com."

But the Lenas cousins aren't getting complacent with a single carwashing site, Erion Lenas said. They are looking to put up another couple of express exterior carwashes in New Jersey in the future.

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](http://www.amazon.com)*

## Edgy Design A Standout

It all starts with an idea, a vision, and for Soaring Car Wash partners Erion and Spyros Lenas, thanks to the knowledge of an architect skilled in the industry, their first carwash is not only impressive but eye-catching. "I can't take much credit for the design," said Erion Lenas. "It was our architect. My cousin, Spyros, and I looked at his portfolio and saw some things we liked and he ran with it."

The partners wanted a less traditional and more edgy look to their inaugural wash. "We are on a highway with lots of dealerships around so it made sense to do something more edgy than traditional. We also thought that an edgy design would match the shape of the property well. Our architect took that vision and fit it to this property perfectly."

The site, just over an acre, and triangular, is similarly shaped to that of the wash building itself. "It's simple geometry," said Christopher Crawford of Car-Wash-Architect.com, who together with his partner, Steve Siebert, who is licensed in New Jersey, designed the site. "It makes people look. Doing a design like this is less expensive and carries more impact than a traditional wash design."

Crawford's challenge was working within the site's constraints

and fitting as much on the property as possible. "We believe that every square foot costs money so every square foot needs to pay for itself," he said.

For that, Lenas is grateful. "We come from the restaurant industry and know that we need to rely on professionals who have more experience than we do at this point. Our architect came highly recommended and it was obvious that he knew a lot about this industry from turning radius' to stacking space between gates, to trench design to grating in the loading area."

Crawford, who has been designing washes since 2002, is currently working on the Lenas' third wash in addition to 25 other sites around the country. "There is a lot more to understand when you are designing a carwash than with some other businesses," said Crawford. "You really need to understand how to lay these things out."

An investment in an architect can start at \$45,000, but it can be priceless, according to Lenas. "An architect can help you win approvals because they provide rendering and preliminary details," he said. "I would 100 percent recommend using one who knows and understands our industry. Every single penny we spent was well worth it."

NC



# Kwiki Car Wash Owner Passes



Alan R. Schroeder

Alan R. Schroeder, 77, the owner of Kwiki Car Wash in Garfield, NJ, since 1983, passed away on April 19. He was 77. Schroeder, a skilled mechanic who did most of the repairs on his facility, was also a long-time member of the Car Wash Operators of New Jersey.

Born in Jersey City, Schroeder was raised in Lyndhurst, but resided in Lodi for the last 55 years. He is predeceased by his parents, Betty and Leo Schroeder, sister Roberta Balon and brother-in-law Jack McDonald. He was the devoted father of Paul and Jennifer Schroeder of Chicago, IL, and the loving grandfather of their son Tyler James Schroeder. He was also the brother-in-law of Gary Balon and Betty McDonald and the cherished uncle of Mark and Lee McDonald and their children Aidan and Meaghan, as well as Lisa and Anthony DeMarco and their children Taylor and Joshua; Debby Meyer and partner Rey Mercado and their children Heidi, Jeremy and Kevin and Linda Balon and children Danielle and Charles.

Due to COVID-19, funeral services were private. A memorial service will be held at a later date. In lieu of flowers/gifts, the family appreciatively redirects your kindness to either the Foundation for Diabetes Research ([www.diabetesnj.org](http://www.diabetesnj.org)) or Hackensack University Medical Center ([www.hackensackumc.org/donate](http://www.hackensackumc.org/donate)).

The association would like to extend its deepest sympathy to the Schroeder family. **NC**

## IS YOUR WASH COOL?

Email us about it at [suzanne.stansbury@icloud.com](mailto:suzanne.stansbury@icloud.com) and we might feature it in our next issue!

# northeast carwasher

**Register Now!**

**Women in CARWASH**

**Our conference is going virtual January 18 – 20, 2021**

[www.womenincarwash.com](http://www.womenincarwash.com)

**For more information and to register please contact:**

**Brenda Jane Johnstone**  
phone: 1-204-489-4215  
email: [bjj@womenincarwash.com](mailto:bjj@womenincarwash.com)

**Andrew Klukas**  
phone: 1-778-772-3057  
email: [andrew@womenincarwash.com](mailto:andrew@womenincarwash.com)



**Carwash CONNECTION**

An exclusive video series that focuses on best practices and market trends for car care professionals.

**Engaging Content. Powerful Platforms.**  
[www.carwash.com/category/original-video](http://www.carwash.com/category/original-video)

**Babco** **Carwashing**

AMERICA'S MOST DURABLE CAR WASH MATERIAL

# WHEN QUALITY MATTERS

INNOVATORS OF FOAM CAR WASH BRUSHES



ESTABLISHED 1997

# NEOGLIDE®

KIRIKIAN INDUSTRIES LLC

[WWW.NEOGLIDE.COM](http://WWW.NEOGLIDE.COM)

**K**irikian Industries is in the forefront of foam washing material technology. With first hand knowledge and expertise as car wash operators, we have developed the Neoglide Technology specifically for the needs and demands of the industry. We are committed to customer service because we know and understand that customer service is the most important aspect for a car wash operator.

For more information, visit [neoglide.com](http://neoglide.com)  
or call us at 609.586.8818

Made with Pride  
in the USA



SINCE  
1997



## MCA BOARD OF DIRECTORS

### PRESIDENT

Mike Ashley  
Virginia Carwash Industries, Inc., Toms Brook, VA  
540/436-9122  
mhashleyjr@gmail.com

### OPERATOR VP

Tom Morris  
Chesapeake Carwash, Annapolis, MD  
410/703-3757  
hockeyalys@aol.com

### DISTRIBUTOR VP

Jonathan Braun  
Washtech, Charlottesville, VA  
434/566-5710  
jbraun@laser-washtech.com

### PAST PRESIDENT

Dave DuGoff  
College Park Car Wash, College Park, MD  
301/986-1953  
dave.dugoff@gmail.com

### PAST DISTRIBUTOR VP

Stuart Hammerschmidt  
Shore Corporation, Pittsburgh, PA  
412/471-3330  
shammerschmidt@shorecorporation.com

### SECRETARY

Matt Bascom  
Car Lovers/The Clean Machine, Charlottesville, VA  
424/971-9274  
mattuol@aol.com

### TREASURER

Jordan Rosner  
Liberty 24/7 Carwash, Sykesville, MD  
410/878-3300  
Jordan.rosner@liberty24-7caarwash.com

### DIRECTORS

Bob Heid  
Sean Larkin  
John Lynch  
Anthony Shifflett

## MCACARWASH.ORG

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

## PRESIDENT'S LETTER

*I cannot express enough Love and Support for the people and businesses of our wonderful industry. The COVID-19 pandemic has suddenly blocked us from living and working in our traditional manner. Even the standard custom of shaking hands has us awkwardly greeting each other from a recommended 3-foot distance. As we go into our own ways of quarantining city by city and state by state, we long for normalcy to return. But we are in uncharted waters, with the closing and limiting of businesses, absence of sports, closing of schools and isolation to the outside world. This is a tough time for everyone, and we should be understanding and supportive of one another through this new makeshift business, work and life environment. It is very important that our industry leads by example with social responsibility, thus creating safer environments for all around us.*

*With everything that is going on with COVID-19, the Mid-Atlantic Carwash Association (MCA) is postponing our in-person meetings, but we have full intentions of rescheduling them in the future. That is why here at the MCA we are starting "virtual" meetings with a mix of the latest information and an array of great topics. We look forward to bringing these meetings to our members, "virtually," this winter, and for the foreseeable future.*

*We are always looking for topics and speaker ideas for these meetings and welcome any and all to make suggestions. If there is one thing we all have learned so far during these challenging times is that we all need to be flexible and ready to adapt to the new challenges we face. I do want to add that if anyone, anywhere needs advice or support,*

*we are here for you. You can email me directly at mhashleyjr@gmail.com or call/text 540/975-3354.*

*Stay safe and best regards,*

Mike Ashley, MCA President



# MAKE 2021 THE YEAR TO BE DIFFERENT



PROJECT SHOWN : AXIOM PRIME - X

unique car wash environments, innovative exteriors, building packages,  
pay canopies, vacuum canopies, daylighting, led lighting systems, signage  
and more...fast construction, system package, less contractors, tax benefits

## Time To Be Different

### modernwash<sup>™</sup>

unique car wash environments  
and more...

800 - 511 - 7208

[www.modernwash.net](http://www.modernwash.net)

ALL IMAGES SHOWN COPYRIGHT © MODERNWASH 2020

Celebrating 30 Years of Innovative Structures





## Ben DuGoff Featured on PC/D Podcast



Ben DuGoff of College Park Car Wash, College Park, MD, was interviewed for a carwash podcast, WASH TALK EP. 41: Customer Service and Outreach Practices for Self Serves, by *Professional Carwashing & Detailing's* Senior Editor Meagan Kusek on October 15. He spoke, for example, on how his carwash received feedback and stays engaged with its customer base through the use of social media.

To learn more about College Park Car Wash visit [us1carwash.com](http://us1carwash.com).

To hear the podcast type [www.carwash.com/wash-talk-ep-41-customer-service-outreach-practices-self-serves](http://www.carwash.com/wash-talk-ep-41-customer-service-outreach-practices-self-serves) into your browser.

NC



## Greenhill Car Wash Renovates DE Site

Greenhill Car Wash, Wilmington, DE, has opened its fourth location in the state on Long Neck Road in Millsboro, according to a company press release. The renovated wash features a Ryko inbay, four self-service bays, vacuums and vending.

Greenhill Car Wash opened its first location in Wilmington in 2009, a former Brownfields site (land that is polluted or may be polluted), that was remediated and earned the company a Wilmington Award. In 2020, the company's Middletown location installed SemaConnect electric vehicle (EV) charging stations, becoming the first carwash in Delaware to do so, according to the release. Greenhill provides the first hour of charging for free to its customers.



Additional locations are planned for 2021, and all sites are owned by local entrepreneurs.

NC

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



College Park Car Wash in College Park, MD, did its civic duty to encourage voting in our 2020 election in a message on its street signage. The message also included a gentle reminder to wear a mask and be responsible!

NC



# is here to revolutionize the IBA industry

**INCREASE REVENUE WITH AN UNLIMITED PROGRAM INTEGRATED WITH LICENSE PLATE RECOGNITION**



## FEATURES THAT WILL TAKE YOUR BUSINESS TO THE NEXT LEVEL



Run an unlimited program that makes it easy for your customers to sign up and edit their info.



Automated text based marketing programs.



Loyalty programs create super fans - Customers can track their progress and receive points and rewards for washes purchased or dollars spent.



Accept a variety of payments - cash, bar codes, EMV payments, Samsung Pay, gift cards, digital wash books.

**Available in retrofit or standalone formats**

### **CUSTOMIZABLE WRAPS AVAILABLE**

Hamilton Goldline Retrofit Kit



Wash Select II Retrofit Kit



SwiftPay Station Stand-Alone



**LEARN MORE ABOUT SWIFTPAY SWIFTPAYSTATION.COM**

**DISCLAIMER:**

WASHIFY and SWIFT are trademarks of Washify Services, LLC. The HAMILTON and GOLD LINE trademarks are owned by Hamilton Manufacturing Corp. and are used here to identify Hamilton Mfg. products that can be retrofitted with Washify products. The UNITEC and WASH SELECT II trademarks are owned by Unitec, LLC, now DRB Services, and are used to identify UNITEC products that can be retrofitted with Washify products. Washify Services, LLC is not affiliated with or authorized by either Hamilton or Unitec (now DRB).



## PRESIDENT'S LETTER

### OFFICERS

**President** - Patrick Mosesso

Auto Bright Car Care  
105 Hollis Street Framingham, MA 1702  
W: 508-879-3585 Cell: 617-799-9565 Fax: 781-762-1465  
pfmosesso@gmail.com

**Immediate Past President** - Mat Paisner

Scrubadub  
172 Worcester Road Natick, MA 1760  
W: 508-650-1155 x241 Cell: 315-254-8118 Fax: 508-655-9261  
mat@scrubadub.com

**VP/Operators** - Jeffrey Katseff

Turnpike Car Wash  
80 1/2 Newbury Street, Rte 1 Peabody, MA 1960  
w: 978-535-3348 Cell: 978-808-4188 Fax: 978-535-8802  
jeffreykatseff@gmail.com

**VP/Suppliers** - Chris Zona

AutoWash Technologies  
P O Box 999 Hanover, MA 02339  
W: 888-767-9274 Cell: 617-688-7891  
Chris@AutoWash.net

**Treasurer** - John Shalbey Jr.

Rojo Company  
69 Providence Highway Norwood, MA 2062  
W: 781-762-8280 Cell: 781-589-2130 Fax: 781-762-1465  
john@rojocarwash.com

### OPERATOR DIRECTORS

David Blackman - Blue Wave Car Wash  
683 Metacom Avenue Bristol, RI 2809  
W: 401-849-8824 Cell: 617-510-9611  
davidblackman442@comcast.net

Tony Lombardo - Scrub-It Car Wash  
89 N. Main Street Carver, MA 2330  
W: 508-866-4775 Cell: 774-319-6851  
scrubitcarwash@gmail.com

Derek Mourad - Neponset Circle Car Wash  
815 Gallivan Boulevard Dorchester, MA 2122  
W: 617/288-1581 Fax: 617/288-2257  
info@neponsetcirclecarwash.com

Chris Ouintet - Fitzzy's Car & Pet Wash  
85 Worcester Street Grafton, MA 01536  
w: 508-839-5250 Cell: 508-615-5986  
couimet@fitzyscarandpetwash.com

Felix Taranto - King Triton Car Care  
581 Main Street Wilmington, MA 01887  
W: 978/658-3100 Cell: 617-293-3825 Fax: 978/658-4780  
ft@tritonwash.com

### SUPPLIER DIRECTORS

Matt D'Souza - Washify  
1208 VFW Parkway Ste 305 West Roxbury, MA 02132  
W: 617-350-0837  
matt@washify.com

Brian Stanikmas - Simoniz USA  
63E Charlton Road Spencer, MA 01562  
W: 800-227-5536 x 237 Cell: 774-696-6714  
bstanikmas@simoniz.com

Michael Snow - Maintenance Tech  
235 Riverside Industrial Parkway, Portland, ME 04103  
W: 207/775-1516 Cell: 207/899-6245 Fax: 207/797-7233  
michael@carwashtec.com

**Executive Director** - Sherri Oken, CAE

New England Carwash Association  
c/o The Association Advantage LLC  
591 North Avenue, Ste. 3-2, Wakefield, MA 01880-1617  
781/245-7400 F: 781/245-6487  
info@newenglandcarwash.org • www.newenglandcarwash.org

*I hope this message finds you all well. We are all glad to see the end of 2020, and have many hopes and expectations for 2021. My thoughts and prayers go out to everyone who has been affected by this Pandemic.*

*The New England Carwash Association (NECA) has had a very challenging year, like so many others. I am extremely thankful that the NECA exists and has done what is most important for associations: stand up for our industry in ways a single operator cannot on their own. Most impressive was our President, Mat Paisner, who took the lead with the help and generosity of many NECA members, successfully lobbying to reopen carwashes under Phase 1 in Massachusetts and Maine.*

*The NECA winter meeting was quite a success, overcoming the challenges of presenting a virtual program. We are very fortunate to be adding three new board members in 2021: Mike Snow, Felix Taranto and Derek Mourad, who collectively have more than eight decades of experience. The yearly addition of new members of the Board allows the NECA to continue to grow and evolve with the industry. The NECA congratulated Al West, who deservedly received the, "You Make It Happen" Award for all his hard work and dedication during 2020. This was the first time in NECA history that a supplier member received this award. We also gave a "special award" to Mat Paisner, our outgoing President, for his extraordinary leadership and work during the Pandemic and before it hit. This was the first award of its kind given to a sitting board member.*

*The meeting moved to a panel discussion about innovations to operations to deal with the COVID-19 Pandemic. We finished with a whiskey tasting. All participants were shipped a sampling of three whiskeys to taste and received a whiskey lesson led by two whiskey sommeliers.*

*The NECA has just launched the first industry reputation management program that includes a new website, carwashesafe.com, several YouTube videos, carousel ads and blogs. Our new landing page has a carwash locator tool, using the newly-created database of the coordinates of every NECA member carwash, so that customers can find the nearest NECA carwash with directions to the wash, contact information and a link to the wash's website. The first message within the campaign gives consumers a compelling reason to have their vehicles professionally washed and sanitized by an official NECA carwash location member. The campaign strategically deploys ads in every neighborhood, of every NECA member carwash, via social media.*

*I look forward to getting back to some sense of normal in 2021 and am hopeful we may get together in person at some point. I will work hard to live up to the legacy my predecessors have forged, but take comfort that the NECA has always worked as a team, putting the industry first and coming together to serve all of us. The New England Carwash Association steadily evolves to meet industry needs and can be a very important part of each of our businesses if we take advantage of the strength we have together to protect our industry.*



Stay Safe.

Patrick Mosesso, NECA President

# It's Time to Renew Your NECA Membership!



If you have not yet renewed your membership, it's very easy to do.

## You have options:

- Review and edit the renewal invoice mailed to you and mail it back to the NECA office with a check for your dues or credit card information.
- Renew online. Go to [www.newenglandcarwash.org](http://www.newenglandcarwash.org) and click on "Join Now."
- Review and edit the renewal invoice mailed to you and fax to 781/245-6487 with your credit card information.
- Contact the NECA office ([info@newenglandcarwash.org](mailto:info@newenglandcarwash.org) – we will call you back) about convenient, quarterly, automatic dues payment.



**Note: Our membership year is a calendar year: January - December.**



GENERAL CONTRACTING ▴ DESIGN/BUILD ▴ RESIDENTIAL ▴ COMMERCIAL

**Arlen Company Construction  
can bring your wash back to life!**

**BEFORE**

45,000 washes/year



**AFTER**

150,000 washes/year!



**Call us today to schedule an  
appointment with our design team!**

**(603) 878-1600**



829 TURNPIKE RD  
NEW IPSWICH NH 03071

# West, Paisner Honored at Fall Membership Meeting

By Patrick Mosesso

This year's "You Make It Happen" Award recipient is a life-long carwasher, just like many of you. It all started in Marlborough, MA, where his wife noted that "he was the man:" handsome, athletic, popular and with his motorcycle and leather vest, "very cool." They grew up right down the street from each other and went to high school together ... although they didn't really know each other since she was a freshman and he was a senior, but he was friends with her brother. While working for Scrubadub Car Wash, he flirted with her, insisting he wasn't flirting, just "trying to upsell car care" as she had a very nice car, a red Camaro. This carwash-inspired romance started in March, they were engaged by June and are married 29 years ago on November 10, so we need to thank him for sharing his anniversary with us at our Fall Membership Meeting.

This Year's "You Make It Happen" Award recipient continued to work for Scrubadub for 10 years, rising to manager. He left Scrubadub to work inside sales for Engine Connection but not long after, Simoniz, then a much smaller Syndet Products, courted him. In the summer of 1996, nearly 25 years ago, he started in sales. He now is the Simoniz Northeast Sales Manager, directly supervising the sales team from Maine to Buffalo, and down to Southern New Jersey. Simoniz is like an extended family for him, and he has enthusiastically brought that family into the New England Car Wash Association (NECA). He has served on the NECA Board of Directors and was actively involved in starting our annual NECA golf outing.

If you haven't guessed his name yet, you may know him by nickname, "Westy," as he is known in Marlborough to this day. This year's 2020 recipient of the New England Carwash Association's "You Make It Happen" Award is Al West.

Throughout the Pandemic, Al has been instrumental in supporting our NECA Board with the lobbying efforts to reopen all carwashes that were shut down by the Governor due to COVID. He checked in regularly with both myself and NECA President, Mat Paisner, to provide meaningful and scientific documentation that ensured that our lobbyists were able to get carwashes reopened in Phase 1 in Massachusetts and Maine. Al worked hard to make sure our Association had the correct information to fight science with science.



Al West

Al West is an industry leader and a man of integrity. He will not just "sell" you the next best thing. He cares about your business and how he can help you improve, and is committed to developing long-term relationships. Al is described as relentless in helping bring new and innovative ways for carwashes to put out drier, cleaner and shinier cars.

We are honored to recognize Al, who is always coaching

and helping motivate others to do better. He sends inspiring quotes to his customers while also finding time to volunteer in his community, in the schools and as a coach. He is the proud father of Connor, a 27-year-old high school English teacher, and Callie, a 19-year-old sophomore at Stonehill College who was recruited to play field hockey. He is also devoted to his third child, his dog, Bradley Cooper. Al and his very active family, who until recently lived in Westborough, are building a home in Osterville so that they can live near the beach when they retire.

Thank you, Al West, for all you do as we are proud to name you NECA's first industry supplier member to receive the "You Make It Happen" award. You have more than earned our gratitude, respect and admiration. Al West: You truly make it happen! (Al was presented with the traditional, engraved Paul Revere bowl.)



Mat Paisner (Mat was given a beautiful clock, with an engraved plate that reads: Presented in recognition and appreciation to Mathew Paisner for his tireless efforts on behalf of the car wash industry. November 10, 2020)

---

## A Very Special Award to a Special Leader

I don't think anyone will dispute that this has been the most challenging year ever for our Association and industry. It's unusual – in fact, I don't think it has ever happened – to honor a sitting Board member, but nothing has been as usual. So, I have the great pleasure on behalf of the leadership and membership, to present a “special award” for extraordinary effort and leadership to our President, Mat Paisner, who more than rose to the challenge's before him.

When this Pandemic hit, Massachusetts started classifying businesses as either essential or non-essential, and carwashes were deemed non-essential, triggering closings for many of us. Mat immediately called an emergency meeting of the NECA Board. A committee was quickly formed. It was all hands on deck as we networked with as many influential connections as possible to correct this misclassification. Because of the generosity of many NECA members, NECA was able to hire an influential lobbying firm who had direct access to those in Governor Baker's administration responsible for which businesses were classified as essential in the state.

I can tell you firsthand, to say Mat stepped up to lead us through this challenge is an understatement. The effort needed in the following months turned into more than a full-time job. Mat spent all hours, too many to count, making phone calls, scheduling conference calls, video calls and texts, with our members, state and local boards of health, government officials, law enforcement, the lobbyists, the Governor's office, and the list goes on. I am not sure which was worse, the internal pressure of his family business, ScrubaDub, that was being forced to close many its locations or the external pressure of many of the NECA member carwashes that also were forced to close. Many operators were calling, texting, or emailing the NECA board asking for updates on when carwashes would be able to open. This was a very stressful time for a lot of us.

During this uncertain time and chaos, we had the right person, at the right time, doing what is best for our industry. Mat maintained a high level of professionalism and composure, taking on the huge task of compiling all the information sent to him by many of us, disseminating that information, arguing, debating, calling on local officials and with the lobbying group. Ultimately, Governor Baker's administration was convinced that carwashes are essential. The NECA Board is very happy we were successful in reopening the carwash industry in Phase 1, with only three other industries, and we have been assured that we will remain open throughout this Pandemic by Lieutenant Governor Karen Polito.

So, Mr. Mat Paisner, Mr. President, on behalf of the New England Carwash Association, we thank you very much and would like to present to you this award of appreciation for all the hard work you have done for all of us. Congratulations!

(Mat was given a beautiful clock, with an engraved plate that reads: Presented in recognition and appreciation to Mathew Paisner for his tireless efforts on behalf of the car wash industry. November 10, 2020.) **NC**

*Patrick Mosesso is the president of the New England Carwash Association. He operates Auto Bright Car Care in Framingham, MA.*

---

## SPECIAL THANKS TO MEETING SPONSORS

- AutoWash Technologies
- DRB
- Simoniz
- Sonny's
- Washify
- ZEP Vehicle Care



---

## Thank You

*I wanted to take a moment to express my most sincere thanks for honoring me with the “2020 You Make it Happen” award. I'm humbled that you selected me for this award. I was 100% surprised.*

*My efforts are supported boundlessly by the great company I work for, Simoniz USA, and our President and CEO, Bill Gorra. Bill is supremely dedicated to our industry and never says no to me (almost never). He is a driving force.*

*I would like you to know, I recognize that this is not the norm and an award not usually presented to a vendor; this kind of gesture makes this award even more special.*

*I have been working in this industry for close to 35 years. I've made many friends; it's in a sense my neighborhood. I'm truly not one that looks for this type of recognition as I think I owe the best I can do for my customers and friends I've made along the way. I have much pride in our community and will continue to be committed to helping our “neighborhood” push forward.*

*I feel privileged for the opportunity to work with you all. The NECA is one of the great Associations in our industry, and that has everything to do with the leadership, current, past and future.*

*Thank you for giving me the opening to be part of your team.*

*Al West, Sales Manager, Simoniz USA*

# “Spirited” November Meeting Goes Virtual

NECA members love meeting in person but since that is not possible, the leadership created an exciting multi-part, virtual program, attended by over 70 individuals. It included our annual business meeting featuring updates on major initiatives, our election and the presentation of awards; an informative panel discussion; and a whiskey tasting ... all of this in just one and a half hours!

---

## Part I - Annual Business Meeting

This unique special event began with a welcome and special thanks to our industry-leading sponsors: Simoniz USA, AutoWash Technologies and Qual Chem, Zep Vehicle Care, DRB Systems, Sonny's and Washify. Technical assistance and Zoom program moderation, was provided by Washify's Fernando Santos, VP of Customer Success, and Fabiana Hadrych, Learning and Development Manager.

Participants were advised to use the chat box to submit any questions or comments during the program to the moderators who made sure to find the right time to direct the question to an appropriate speaker.

President Mat Paisner asked for a brief moment of silence to honor individuals who lost their lives during the terrible Coronavirus Pandemic. He noted that he recently lost a member of his team to this virus, and as an Association, we urge everyone to please take all safety precautions seriously.

---

## Update: Lobbying Initiative presented by Mat Paisner

For months, the New England Car Wash Association and our lobbyists, The Public Policy Law Group, have worked closely with Governors' offices across New England to ensure the carwash industry remained open. We are grateful for the support of all our carwash and supplier members who donated to make it possible for us to hire the lobbying group. Special thanks to Golden Nozzle Car Wash Company for helping us lead the lobbying efforts in Maine.

During recent meetings with Governors' offices, we have seen state governments transition from an industry-focused approach (i.e. essential vs non-essential) to a geographic, community focused approach, using color coded maps showing weekly reporting of COVID risk levels by city or town. This means our industry likely will no longer have to deal with the anxiety of whether we are essential or not essential in New England. We will monitor COVID risk levels in each town and since we successfully lobbied to have carwashes open in Phase 1, we are optimistic that all carwashes will remain open going forward.

That being said, we have learned there are now government safety investigators showing up at businesses to take pictures to see if employees are wearing masks, if customers and staff are following the social distancing guidelines,

and if daily disinfecting procedures are in place. We urge everyone to take these safety guidelines seriously because it only takes one carwash not following these guidelines to potentially cause the governor of your state to shut down all carwashes.

If you have any questions or concerns on how to navigate the Pandemic, please call the NECA Office so we can help you. We are strongest when we speak with one voice.

---

## Update: Reputation Management Campaign presented by Patrick Mosesso

As an Association, we just launched our biggest ever Facebook and Instagram advertising campaign to educate the motoring public about the safety benefits of carwashing. The new campaign leverages technology to target every neighborhood of every NECA member carwash. We have launched a new customer-facing website, Carwashesafe.com, as a landing page for our advertisements. It has a built-in carwash locator tool to help customers find the nearest NECA carwash. To do this, our committee created a database of the latitude and longitude of every member carwash location for this campaign and for future targeted advertising campaigns. We urge everyone to give it a try. Go to carwashesafe.com and enter your zip code to see a list of the closest NECA member carwashes, directions to the wash, the business phone number and a link to the carwash's website.

If you open a new location or if one of your locations does not come up in the search, contact the NECA office.

We also professionally produced several YouTube videos, carousel ads and articles to drive more customers to your carwashes. We are working to optimize customer online search results so when a consumer Googles carwash, safe washing, car sanitizing, and many other topics, our new landing page carwashesafe.com should appear. The messaging for this first campaign is to promote the importance of cleaning and sanitizing your vehicle while giving the consumer a compelling reason to have their vehicles professionally washed by an official NECA member carwash.

The Association has sent instructions to all members, detailing how they can order a Windmaster sign to promote that their business is safe and is now part of CarWashSafe.com. We provided instructions on how to share the videos on their own websites or co-brand with their logo, and how to share with customers. Members were advised to look out for our ads in their Facebook news feed, and to “like” and share these posts whenever possible, to maximize the reach of our new messaging. We will have a designated individual available to any member who needs help using Facebook or has any questions if they are not familiar with using social media.

This advertising campaign and our lobbying efforts are just a few of the strategies our association has implemented to help New England carwashes.

## The Election presented by Dom Previte

Domenic Previte, our Immediate Past President, announced the 2021 slate of NECA Board Members, and conducted the election. The slate was developed with the assistance of several past presidents and current leaders.

There being no additional nominations from the floor, Patrick Mosesso, our current VP, cast one vote in favor of the slate.

## Awards presented by Patrick Mosesso

Next, Patrick Mosesso had the wonderful job of presenting awards (two very carefully kept secrets) to our very surprised recipients. Please see the article with presentation remarks for each of our recipients.

## Part II - Panel Presentation

Kevin McLoughlin of Sonny's and owner of White Water Car Wash in Dover, NH, served as moderator for our panel discussion on innovation and operational changes put in place in response to the COVID-19 Pandemic. The panel included Adam Korngold owner of Waves Car Wash and Washify in West Roxbury, MA; Jim Deak, owner of Jimmy Suds Car Wash in Colorado; Chris McFadden, Regional Sales Manager for DRB Systems; and Mat Paisner of ScrubaDub, with locations all over New England.

## Some Take-aways

Evaluate your business model to modify and simplify operations, an opportunity you may not have considered and done otherwise.

- Create a touch less (or less touch) experience to assure customers by providing ways to reduce or eliminate contact with individuals and high touch areas.

- Collect customer contact information at the point of sale to maintain and grow your customer base, and to stay in touch when in-person contact is limited or operations have changed.
- Use your technology to give customers who do not choose to buy an unlimited plan a similar experience, a taste of what it is like to be members, when coming in for an individual wash.
- Utilize well-designed and well-place signage with infographics.
- Distribute company branded items such as a pay station stylus or interior sanitizing wipes to customers.
- Partner with local businesses to create good will that can result in repeat business.
- Adhere to all safe business practice guidelines: mask, social distancing, sanitizing, etc.

*Continued...*

**“Nano-Scratch” Resistance**  
**Hydrophobic Shield w/UV Protection**

**C-FORCE™** CERAMIC

**A waterborne, molecular silicon infused product that surpasses what is expected!**

Scan QR code to learn more

**Lustra**  
Professional Car Care Products  
Manufactured by CSI

© 2020 Cleaning Systems, Inc. All Rights Reserved

**CSI**  
CleaningSystemsInc.com

**DEPENDABLE DELIVERY & MONITORING FOR THE FUTURE**

### Part III Whiskey tasting: The Highlight of the Event

Everyone was asked to take out their whiskey samples, tasting glass, water dropper with the QualChem logo (provided by Autowash Technologies) to help them customize their whiskey. It also was recommended to have a bottle or glass of water to help reset their palette and an extra glass to dump out any whiskey on hand. Ryan, the owner of Julio's Liquors in Westborough introduced his company as well as Frank and Randall, from the Loch and Key Society, to lead our whiskey tasting of three premium samples: a scotch, a rye and a bourbon.

For each sample, Frank and Randall advised us of what we might smell and taste, and how that particular whiskey is created. We were instructed on how to "nose" the whiskey, how to judge its viscosity or "hang time" on the glass and how to enjoy the finish on our palates. We both tasted the whiskeys neat and then customized with a drop or two of water.

We may not be experts from this one tasting but we certainly increased our understanding and appreciation for



**AUTOWASH TECHNOLOGIES**  
SINCE 1992

"We exist at the intersection of innovation and experience."  
— Christopher Zora | Founder

**PETIT** AUTO WASH EQUIPMENT  
**Qual Chem** JOIN THE GREEN TEAM  
**VACUTECH** **WASH WORKS CITY**

www.AUTOWASH.net | (888) SOS-WASH

## VERC Promotes Nick Vercollone



VERC Enterprises, Duxbury and Norwell, MA, a leading convenience store and Mobil/Gulf/Irving/Shell gasoline operator with locations throughout Massachusetts and New Hampshire, has promoted Nick Vercollone to Director of Car Wash Operations, according to a company press release.



Nick Vercollone

In this position, Vercollone will oversee the operations of the company's eight carwashes with locations in Norwell, Marshfield, Webster, Plymouth, Manchester, Fitchburg, Bellingham and Randolph. Vercollone, who has officially been with the family-owned business for three years, grew up spending time at the carwashes. According to VERC President, Jim Fitzgerald, "We are pleased to promote Nick to this important role within our company. Nick brings experience and enthusiasm to this role and has done a great job integrating our carwashes with the communities through interesting and innovative promotions."

Vercollone studied business management and entrepreneurship at Suffolk University in Boston. Prior to joining the family business, he worked at a local marina, a great fit since he enjoys saltwater fishing.

Vercollone also serves on the Board of Directors for the North and South Rivers Watershed Association. **NC**

### The New Normal

The Barn Car Wash in Saugus, MA, is having some fun playing off its name in this social distancing signage suggesting its customers stay one "cow" apart. **NC**

*\*Photo credit, retired carwasher Cookie Anthony*



# MINIMIZE SPACE, MAXIMIZE EFFICIENCY + PROFIT

Super Concentrate Solutions  
by Formula Finish



FORMULA FINISH  
**POWER  
PACK**

// Synthetic Hot Wax // Foaming Conditioner // Power Shine // Power Dri // Foaming Conditioner // Wheel & Presoak // Foaming Conditioner // Power Suds



// Available in 2.5G and 5G containers



© 2019 Formula Finish®, A Division of Auto Wash Maintenance Corp.

90 Canal Street Malden, MA 02148 | 800.395.2155 | [www.formulafinish.com](http://www.formulafinish.com)

# Huge American Flag Marks the Home of Crystal Clean Car Wash

By Alan M. Petrillo



“Look for the huge American flag; that’s the place.”

It’s what people in Portland, ME, are saying about Crystal Clean Car Wash, both individuals who are looking to get their vehicles cleaned, as well as people who simply want to be photographed in front of a 30 x 50 foot American flag atop a 100-foot steel flagpole.

Chris Tyll, president of Crystal Clean Car Wash, said he always wanted to start his own business because his grandfather started his own businesses after he returned from serving in World War II. Tyll served 13 years in the U.S. Navy, graduating from the U. S. Naval Academy in Annapolis, MD, and then serving four tours of duty overseas, three of them as a Navy SEAL operating in Iraq.

After leaving the Navy, Tyll and his family moved to Maine where he focused on real estate development.

“I was finding underdeveloped properties and redeveloping them,” Tyll noted, “starting out in the hospitality industry with two restaurants. I served as the general contractor, and there was a carwash operation across the street

from one of my restaurant developments.”

Tyll said he tried to get a purchase option on the carwash property, but it took some time.

“The Bay Harbor Car Wash was built in the early 1980s, and it was in a great location,” he said. “It had three previous owners, but when we purchased it in 2013, we knew we wanted to renovate it, modernize and rebrand the wash. However, at first, we operated the carwash under the old model, which was five self-service bays with D & S equipment, and a first-generation Belanger Saber” inbay automatic.”

In 2016, Tyll did a complete remodel and renovation of the carwash, completely gutting the site, but leaving up the exterior walls so there was no change of use on the property.

“We partnered with D & S Carwash Equipment because I fell in love with their IQ system, so we built our carwash on automation in order to develop volume,” he said. “We put in D & S equipment in four self-service bays, one D & S touch-free automatic and one D & S soft cloth automatic, as well as a detailing bay and

*The Industry’s most advanced*

## Soft Touch & Touchless In Bay Automatics



*Manufactured in the U.S.A. by*



dscarwash.com 800.844.3442

*Distributed in New England by*



carwashtec.com 207.775.1516



The D & S-equipped site's ingress and egress facilitates seamless traffic flow while its brilliant color scheme sets it apart.

one bay that's split between a dog wash and a mechanical room," said Tyll. "We are near the beach so the dog wash is very busy in the summer with the beach traffic."

Tyll, who has a bachelor's degree from Annapolis in ocean engineering with a minor in environmental science, installed a three-stage water filtering process in the renovated carwash.

"First, we filter the sediment off the vehicle in the bay, then we filter the wash water in a tank below the bay," he said, "and then there's a third tank in the front of the property that filters the water again before it goes into the city's wastewater system."

Two years after the renovation, Tyll sold out his operational stake in the restaurants, but retained his real estate holdings, then rebranded the carwash as Crystal Clean Car Wash. He wanted to attract attention, so he contacted The Flagpole Company in Brooklyn, MI, because they make the hardware for large flag displays.

"We wanted their Landmark series flagpole, which is an internal halyard winch flagpole, that we call '100 feet of pride topped by 1,500 square feet of freedom,'" Tyll pointed out. "It's part of the attraction of our carwash site. We have people coming out here to take pictures of themselves on the site and of the flag at sunset. And it's used as a location guide for our carwash, and also for people traveling in the area like saying 'turn at the huge flag and head down the road.'"

Tyll noted that the carwash has done well since its renovation and rebranding, and that part of its success is due to his staff.

"Vanessa Young handles our administrative work and advertising," he said, "and Scott Day, another Veteran, is our maintenance supervisor. Reggie Easler works maintenance on weekends, and James Tyll does maintenance part time. Our daughters, Grace, 10, Faith, 8, and Eve, 4, come in sometimes and get a feel for what the carwash business is all about."

What's the future hold for Tyll and Crystal Clean Car Wash?

"We're considering expanding into additional carwash sites," he said. "D & S has come out with a great unmanned express tunnel, so we are considering that for the future on a new development site."

And, Tyll admitted, likely there will be a huge flag and flagpole involved.



*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*



You cannot miss the 30'x 50' American flag atop a 100-foot steel flagpole at Crystal Clean Car Wash in Portland, ME.



## WELCOME NEW NECA MEMBERS

### Bay State Sewage Disposal

Contact: Marco Goncalves  
105 Kingman Street, Lakeville, MA 02347  
508/947-2636  
marco@baystatesewage.com • www.baystatesewage.com  
Environmental services: sand and liquid waste removal; underground line maintenance; catch basic cleaning and maintenance



### Cape Ann Car Wash Inc. (new owner)

Contact: Lenny Orlando  
20 Railroad Avenue, Gloucester, MA 01930  
781/224-9888 • gloucestercarwash@gmail.com  
Services: in-bay automatic, self serve, exterior, detailing

### Classic Car Wash

Contact: Robert Nash  
518 Main Street, Leominster, MA 01453  
978/534-1129  
bob@mobile1andclassic.com • www.mobile1andclassic.com  
Services: exterior, oil changes, general repairs

### Aspiring Car Wash Operator

Volhawk Property Investments LLC  
Contact: Michael Wheeler  
301 Edgewater Place, Sutie 100, Wakefield, MA 01880  
617/930-1471  
carwashbusiness@volhawk.com



## OFFICERS

### Walt Hartl, president

Hoffman Car Wash, Albany  
518/527-4202 • whartl@hoffman-development.com

### Steve Weekes, vice president

Sitterly Road Car Wash Services LLC  
518/383-8126 • sweekes@nycap.rr.com

### Rob Peter, secretary

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

### Mike Benmoschè, treasurer

mbenmosche@gmail.com

## BOARD MEMBERS

Gary Baright, Foam & Wash  
914/757-2700 • gbaright@foamandwash.com

Jake Collison, Simoniz USA  
978/518-0018 • jcollison@simoniz.com

Christian King, KNC Holdings, Albany  
518/783-2100 ext 5 • cking@clean2o.com

Chris Kubarek, K & S Car Wash  
315/255-1414 • ejkubarek@me.com

Mackenzie Wilock, Spritz Car Wash  
518/376-7681 • weekmac@gmail.com

Paul Vallario, Westbury Personal Touch, East Northport  
516/333-8808 • iwashcars@optonline.net

## PAST PRESIDENTS

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

\*Deceased

## EXECUTIVE DIRECTOR

Suzanne L. Stansbury  
Ph/F: (518) 280-4767  
Suzane.L.Stansbury@gmail.com  
P.O. Box 230, Rexford, NY 12148  
[northeastcarwasher.com](http://northeastcarwasher.com)

[NYSCWA.COM](http://NYSCWA.COM)

## PRESIDENT'S LETTER

*What is "The New Normal?"*

*For months now we have been dealing with the effects of a global Pandemic and the financial, social and emotional impacts as a result will be felt for years to come. Through all of the challenges that 2020 has thrown our way, we keep standing and we keep looking for ways to improve. Operators have been forced to look at how they do business, and we hear a lot about "reimagining" the way things are done, but the carwash industry has always done that. Look at the evolution of our industry over the last 20 years from the boom of inbay automatics, advancements in chemistry, the addition of express detail services, the introduction of unlimited wash programs, and the transition to the express carwash model, reinventing the wheel is not a new concept to professional carwashers. The carwash industry is filled with stories of entrepreneurs, innovators and visionaries who overcame adversity and find a different way – a better way.*

*I remember a story told by a colorful carwasher named Darrel Hewitt who keynoted at a Northeast Regional Carwash Convention (NRCC) in Atlantic City many years ago. Darrell walked out to the stage dressed as a leprechaun. He told the story of getting his carwash vision off the ground despite the fact that he was out of money, maxed all his credit cards and was at a point where a reasonable person would have given up (did I mention he was dressed as a leprechaun)? He persevered, fought through and found a way to succeed. His hard work, grit, determination and a sprinkle of creativity won out.*

*We managed to get through 2020, folks! It's a new year with continued reinvention in our future. Like all other associations, the New York State Car Wash Association (NYSCWA) has not been spared the effects of 2020. The cancellation of the NRCC, as well as our annual event at Citi Field to watch my beloved Mets, and our fall and spring membership meetings and carwash tours, have been put on hold. Let's face it, we all love to share stories and new ideas, see new sites and learn from each other. Although COVID may have forced us to cancel "business as usual" we have "reimagined" what the association could be and what it can offer. We continue to host member Zoom meetings and look for new ways to offer value to the membership. Check out our website ([nyscwa.com](http://nyscwa.com)) for details on what the NYSCWA can offer. Our most recent Zoom Meeting, November 17, included reps from the five NRCC associations. It was an "Early Bird" Zoom and it was fabulous.*

*During the early days of the Pandemic, members of the association worked tirelessly behind the scenes to get employees back to work. Rest assured that the association will continue its work to promote the carwashing industry and know that if things get really ugly again, we have an ear to those who decide what industries stay open and what industries do not. We have your back and will continue to fight on behalf of your best interests and we will continue to reimagine our mission.*

*As we leave 2020 in the rear view mirror and look forward to a new year, let's not forget the lessons that 2020 have taught us and let's be thankful for them.*



Walter Hartl, NYSCWA President

# NYSCWA Holds Stress Zoom

## with Icon Ray Justice

The New York State Car Wash Association (NYSCWA) held its first Zoom membership meeting on September 30. The topic, "How to Deal with Stress" was facilitated by long-time western New York operator, and former NYSCWA President, Ray Justice.

The hour Zoom touched on techniques and strategies behind alleviating stress from our lives and workplace. "Ray never disappoints and always has a positive outlook on dealing with our current reality," said NYSCWA President Walt Hartl. "We are lucky to have him in our orbit."

Justice, who sold his Buckman carwashes a number of years ago to Jeff Gold, is a writer, poet, entrepreneur, as well as a spiritual, business and life coach. He is inspiring, intuitive and a unique source of creativity and change. **NC**

**VISIT HIM AT [THOUGHTCOMPASS.COM](http://THOUGHTCOMPASS.COM)  
WHERE HE OFFERS TWO FREE COURSES,  
IDEAS TO WONDER AND A GOOD NIGHT'S SLEEP.**



## Welcome, Christian!



Christian Alexander Rusch, the grandson of Pam and the late Otto Rusch, was born on October 29 and weighed in at 7 lbs and 20 inches long. Parents Karl and Lisa are doing well and are over the moon with the addition to their family, as is his Nana, Pam.



Ray Justice

## New York State Car Wash Association Profit and Loss

January - October, 2020

| Income                                   |                     |
|--|---------------------|
| Meetings Income .....                    | 660.00              |
| Membership Dues .....                    | 16,520.00           |
| Northeast Convention Income .....        | 51,334.21           |
| Promotional Fees.....                    | 630.00              |
| Uncategorized Income .....               | 250.00              |
| Vendor Sponsorships.....                 | 375.00              |
| <b>Total Income .....</b>                | <b>\$69,769.21</b>  |
| Gross Profit .....                       |                     |
|  | <b>\$69,769.21</b>  |
| Expenses                                 |                     |
| Advertising/Promotional .....            | 145.80              |
| Bank Service Charges .....               | 20.00               |
| Credit Card Fees .....                   | 399.00              |
| Director Fees .....                      | 19,856.74           |
| Dues & Subscriptions.....                | 125.00              |
| Entertainment Expense .....              | 50.00               |
| Insurance Expense .....                  | 1,495.00            |
| Legislative Fees .....                   | 15,750.00           |
| Office Expenses .....                    | 541.57              |
| Postage Expense .....                    | 604.76              |
| Printing/Graphics .....                  | 513.65              |
| QuickBooks Payments Fees.....            | 497.81              |
| Telephone .....                          | 210.24              |
| Website Maintenance.....                 | 122.50              |
| <b>Total Expenses .....</b>              | <b>\$40,332.07</b>  |
| <b>Net Operating Income .....</b>        | <b>\$29,437.14</b>  |
| <b>Net Income .....</b>                  | <b>\$29,437.14</b>  |
| <b>NBT Checking Account Balance.....</b> | <b>\$58,047.77</b>  |
| <b>NBT Money Market .....</b>            | <b>\$67,792.81</b>  |
| <b>Total Cash on Hand .....</b>          | <b>\$125,840.58</b> |

Monday, Nov 16, 2020 07:31:28 AM GMT-8 - Cash Basis

*BusinessKeeping*

*"The detail professional"*

Gail D. Benmosché, PMP  
26 Valdepenas Lane, Clifton Park, NY 12065  
Ofc 518-371-3600 Fax 518-373-1886

[businesskeeping.com](http://businesskeeping.com)



# I'm Stressed Out!!!!

By Ray Justice

In a world that is constantly and rapidly changing, **Tension** has become a way of life.

We worry about money, health, politics, safety, the environment, getting things done, remembering, deciding,

It is a huge problem right now and many people may not recognize the importance of understanding and managing.

**Stress: What is it?** a state of mental or emotional strain or tension resulting from adverse or very demanding circumstances.

**Most stress is imagined fear and the easiest cure is being “present to now” while feeling good and appreciative for that.**

**Fear is to stress as water and sunlight are to plants: They are fuel, they feed each other.**

**How does it affect us?**

**What can we do about it?**

Invent your own routines.

**Helpful ideas to consider:**

Create a personal list of reminders for Calm, Relax and Slow-down.

**My Personal Examples:** Favorite feel-good songs. (Notice that mine are all oldies from my history, there are obviously many more

“Walkin on Sunshine” makes me feel like walking with a dance-like zip.

“ Zippity Do Da” goes way back in time and would be labeled racist today. It feels good, carefree.

“Sesame Street Theme Song” (Or the old and new together with the Jimmy Fallon version)

These are songs from my history that often pop into my head. Yours may be more modern, it doesn't matter, they are just for you, what makes you feel like moving? Another option is the reverse; calm, quiet, relaxing.

One style has you feel like dancing and the other like being still and quiet. They both, at different times, serve that same purpose,

which is getting out of your head, into your body. Along with either comes **Present Moment Awareness.**

**Photos of people, places, objects that make you smile when you see them, reminders of joy, happy times.**

**Keep it, or them, on your phone and a copy in your wallet. Include favorite quotes.**

**Words related to Stress**

**Things people stress about;**

weight, nervousness, tension, anxiety, hardship, crunch, agony, intensity, strain, heat, trauma,

burden, hassle, fear, worry, repeat, underline, underscore, force, importance, the weather, family, friends, health,

**Most stress is imagined fear and the easiest cure is being present to now while feeling good, appreciative for that. Fear is to stress as water and sunlight are to plants. They are fuel, they feed each other.**

**Additional comparisons:**

Most of my personal stress through the years was from over doing.

Taking on too many projects.

What would be the drive for all of that? To prove to myself that was ok, worth something?

Stress from being bullied, being afraid of or not fitting in to what others thought.

How to do one thing at a time? Interruption's and distractions.

**Human, that's us, attention span length**

Internet, Google search

mobile phone, maps, time, agenda, phone numbers, reminders all done for us

Concept Therapy,

Standing Ovation, feeling good about self

Centering, Thomas Crum and the Art of Centering

Comparison Chart

Being Right - Looking Good - Habits

I am ...

How to talk to yourself - present tense and positive - affirmations

Listening to your thoughts

Present Moment

Secret to life - Being present to who I am, right now

Suggestion - trigger words

Personal environment

Non-Judgmental Curiosity helps us enjoy life while learning and knowing more

First Day of School

We only do two things - Create and Experience

**Quantum Physics - certain particles do not show up until you put attention on them**

**Control attention - master life**

Look at your wants - the only reason you want something is to change how you feel

We have the same thoughts each day (60,000 - 90,000)

Much of life comes down to listening - Being Aware, Being Present

When you think you know - Listening is difficult

We do not listen; we hear while we are preparing mentally for our next comment or question

Become your own coach

Study diversity to connect and be aware - it is where the possibilities are it is where creativity lies

Things I tried to relieve my pain or to feel better, happier Alcohol, Cars

Help people get control of their minds. If we feel in control we bounce back.

Fax machine out of paper - coaching proposal

Tell My 3 Stories;

Where I've been

Where I am

**Where I'm going**

**What consumes our communication;**

**1. weather**

**2 sports**

**3. politics**

**Do these connect the dots? Do we feel a deeper sense of joy or peace?** **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](http://ThoughtCompass.com) where he offers two Free courses, *Ideas to Wonder* and *A Good Night's Sleep*.*



**McNeil & Co.**  
Offering Risk Management Services For Car Wash Operations

Including:

|                               |                         |
|-------------------------------|-------------------------|
| E-Learning Training Courses   | Safety Tips & Bulletins |
| Sample Policies & Procedures  | Claim Reporting Guides  |
| Loss Control Recommendations  | Safety Webinars         |
| Risk Management Consultations | Additional Resources    |

For more information, contact:  
David Snyder - Car Wash Specialist  
800-822-3747 ext. 147  
[dsnyder@mcneilandcompany.com](mailto:dsnyder@mcneilandcompany.com)



# Micro-Cluster “Red Zone” Clarification Sought

By William Y. Crowell, III



In response to increasing numbers of COVID-19 infections, New York State recently introduced a program of targeted restrictions in micro-cluster zones. The micro-cluster zones are identified by data that includes increased testing results and hospitalization rates. This program divides clusters and the areas around them into three categories with increasing levels of restrictions: red zone- a micro-cluster, orange zone- buffer and yellow zone- precautionary. The state’s website, covidhotspotlookup.health.ny.gov, provides specific information on the location of hot spot zones by address. Monitoring by the state identifies areas with COVID spread. When certain metrics are reached the zones are designated by the state and applicable restrictions to the zone become effective. A micro-cluster zone is not permanent and emerges in different locations. It is important to be vigilant as to the movement of micro-cluster zones because restrictions can increase or decrease quickly.

**Executive Order 202.68** provides for workforce reductions and restrictions applied to the three zones. In the Red Zone cluster all non-essential businesses are required to reduce their in-person workforce by 100 percent. In the orange zone certain non-essential businesses such as gyms, hair salons, barbershops

and all personal care services are required to reduce their in-person workforce by 100 percent. Empire State Development (ESD) has a guidance document posted on its website that lists essential businesses allowed to open in any red zone. The guidance is available at [esd.ny.gov/ny-cluster-action-initiative-guidance](http://esd.ny.gov/ny-cluster-action-initiative-guidance). The guidance as it relates to essential retail provides that “all other retail may operate for curbside pick-up or delivery only with no customers allowed within the establishment and only one employee physically present to fulfill orders.” This guidance was applied to the carwash industry prior to entering phase two of New York Forward where some employees were allowed to return to work with specific limitations. The state enforcement continues to be based on Section 12 and 206 of the Public Health Law to provide for a \$15,000 penalty per day for any person who promotes or organizes a non-essential gathering.

Once a zone is designated any new rules are applicable for a minimum of 14 days, subject to the evolving public health situation. Changes in guidance will be available on the New York Forward website and the ESD website. As noted above you can check whether your business is included in a designated zone on the ESD website, also available on the New York State Car Wash Association website ([nyscwa.com](http://nyscwa.com)). As COVID numbers in New York and across the country rise, it is reasonable to expect New York will be designating additional micro-cluster zones, which might include carwashes, in response to increased infection and hospitalization rates.

The red zone reduction of in-person workforce by 100 percent will place carwash operators in the position of relying on the exemption for retail with no contact and only one employee as the retail category was previously applied to carwashes. To prepare for such an eventuality the association has begun discussions to obtain clarification of the red zone situation. Hopefully, no carwashes will be included in a red zone, and the upswing in COVID-19 cases and hospitalizations will come under control.

## IT TAKES MORE THAN POLICIES TO KNOW



**We know car washes are different from other businesses; but we also know that car washes are different from each other.**

The same insurance policies don’t work for every car wash. That’s why, at NBT Insurance Agency, our advisors work with you to help manage risk and select the best coverages for you. Count on us to focus on securing insurance that meets your unique needs and budget, so you can focus on your business.



**Peter Beames**  
Account Executive  
Office: 518.742.2318  
Fax: 607.334.4162  
[peter.beames@nbtinsurance.com](mailto:peter.beames@nbtinsurance.com)

800.965.6264  
[nbtinsurance.com/#/carWash](http://nbtinsurance.com/#/carWash)



Insurance Products Are: Not FDIC Insured | Not Bank Guaranteed | May Lose Value  
Not Insured by any Federal Government Agency | Not a Bank Deposit

## Automatic Renewal Bill

In the last column, **Senate Bill 1475A**, which regulates automatic renewal of service offers, was signed by the Governor on November 11, 2020, as Chapter 267 of the laws of 2020. No carwash operators indicated any problems with the bill. It is effective 90 days from November 11 so you need to make any changes to your wash club subscriptions to be in compliance by February 9, 2020.

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](mailto:wcrowell@dickinsonavella.com)*

William Y. Crowell, III

# Long-Time Operator Crosses His Last Finish Line

John “Johnny Yuma” Alfred Weigel, 90, who opened his first carwash in July of 1970, passed away on September 13, 2020.



*John Alfred Weigel*

His obituary said he crossed his last finish line, as Weigel was an avid racing enthusiast securing titles in the National Viper Club in 2003 and 2005 as Viper National Champion – Super Modified, as well as more than 10 other first place finishes. He stopped racing at age 86.

But racing was certainly not his only passion. His love for carwashing was sparked by his exposure to the automotive industry through his father’s work in the gas station industry. He wet his whistle managing a gas station and developing an aptitude for business before purchasing his own gas station with his father. John then became intrigued by a man he would pass on his weekly donut runs who was selling carwashes for 25 cents. Learning everything he could about carwashing, John devised a plan to purchase his own. Soon, his carwash was more profitable than his gas station.

John grew his business, with his partner of 40 years, Jim Miner, to include washes in Northvale and Tenafly, NJ; Nyack and Pearl River, NY; and two in Yuma, AZ. The washes are called Soft Cloth.

In 2002, he semi-retired from the carwashing industry and in 2018 his son, Tim, became partners with Miner. Two of John’s son-in-laws and his grandson are also involved in the business.

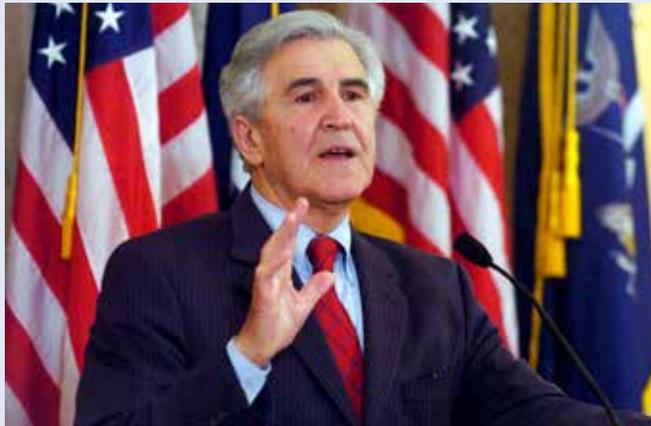
John also served in the Marine Corps from 1951-1954 where he was a mechanic.

He is survived by his son Tim, daughters Nancy Weigel (Jay Palmer), Stacy Weigel and Kim Bellamy (Joe); grandchildren and great grandchildren. He was preceded by his parents, Dorothy and John, his first wife, Anne Weigel, and children Johnny and daughter Dale.

NC

# Bruno, Industry Supporter, Dies at 91

Joseph Louis Bruno, the former state Senate Majority Leader, who was a strong supporter of the elimination of the sales tax on self-service carwashes in New York State, died on October 6, 2020, at 91, after battling cancer.



*Joseph Louis Bruno*

Bruno, a Republican, served in the Senate from 1977 to 2008. He was the Senate Majority Leader from 1994 to 2008. A strong advocate for the Capital Region, and providing jobs to all, he was a powerful force at the Capitol. He also went to bat a number of times for the carwashing industry in New York State and even received an award for that support at a New York State Car Wash Association meeting in Albany in 19??.

Bruno spearheaded many economic development projects including the expansion of Albany International Airport and bringing in Southwest Airlines and Jet Blue Airways, to building a minor league baseball stadium at Hudson Valley Community College that bears his name and is fondly known by locals as “The Joe.” He was also instrumental in the construction of the GLOBALFOUNDRIES® chip factory in Malta.

His first taste of politics came when he joined the Young Republicans in 1966 and was then asked to be part of Governor Nelson Rockefeller’s re-election campaign team.

He did not seek re-election in 2008 at the same time the FBI was looking into how his public responsibilities interacted with the private business interests. As a result, he was convicted of federal corruption charges in 2009. The charges were overturned on appeal, and another re-trial resulted in an acquittal.

He wrote a book titled “Keep Swinging: A Memoir of Politics and Justice” in 2016. The book follows his journey as the son of a coal laborer with limited means to becoming a successful businessman and politician through self-drive and desire to effect change.

His wife of 58 years, Barbara, died in 2008 at age 77. He is survived by his partner Kay Stafford, four children and a sister and four brothers.

NC

# Security: Keeping Your Operations Free From Danger, Threat



By Dave Snyder

As a noun, “security” is the state of being free from danger or threat. It is an important part of every carwash owner’s operation. It takes on many different forms in your daily business activities, ranging from insurance, cyber protection, surveillance, alarms and physical locks. As we begin the New Year, this would be a good time to look at a few things to protect your investment and help secure the future you want for yourself, your family and staff. Perhaps it is time to budget additional funds for a few of the areas I will talk about in this article, or time for some maintenance on some of the security measures you already have in place. As a past business owner, I still remember being shortsighted in my thoughts at times when considering the cost of making some changes in my operation. We have all done this. An idea comes up and we say “yes,” we need to do this, until we see how much the immediate cost is and that ends further movement on the subject.

When it comes to the different levels of security, try analyzing the long-term benefit and spreading the cost out over the length of time the measure is going to help protect the business. This will make the investment more appealing. This article should help get your thoughts flowing and point you in some new directions to strengthen your business protection. Some areas I will touch upon are basic points that should be used as a refresher while you look at your full security package. I will do a deeper dive in other areas to help you understand why they are a growing concern that may need more work than you may realize.

## How Secure Is Your Site?

Let’s start with the basics of the property. How are you securing the property after hours? How about areas during business time that you do not want others to have access to? Have you invested in quality commercial locks and added plates to the doors to help strengthen them and stop potential break-ins?

Maybe it is time to change locks if you issue keys to staff members and you have had turnover in the past couple of years. Have keys been duplicated without your knowledge? Evaluate all doors and locks for wear and condition issues.

Do you have a safe on the property? If so, did you take the time to properly secure it to help prevent someone from breaking in and stealing its contents? Evaluate all your pay stations and changers to see what can be done to better protect them from vandals and thieves after hours or at unattended locations. Money should be removed from them daily and signage placed on them stating that no money is left in them overnight. A lot of carwash claims are the result of people trying to break into these machines. Step back and think about how you can provide the best security to these valuable pieces of equipment. Damage to any of this equipment can cost

thousands of dollars to repair or replace. You may also have lost or reduced revenue if you can’t operate without these devices. As an example of added protection, some operators have built a structure over them with rollup doors that can be secured at night.

## Alarm Systems

Monitored alarm systems bring an additional level of security for the protection of your operations. The investment into an alarm system should include a complete system with burglar alarms for the building, alarms for pay stations and bill changers, plus panic alarms, depending on the type of operation. Additionally, alarm systems should be in place to protect the facility from fire and carbon monoxide emergencies if you are using any form of fossil fuels for heat or have potential for vehicles to be left running inside your building for any period of time (such as in a detail bay). I frequently observe operations that do not use alarms to protect their very large investment. This is one of those areas where you should step back and divide the cost of the system over the years it will be in place. Add into the equation the peace of mind you gain knowing you are protected from many situations. Alarms will not guarantee that a loss will not occur, but some criminals will shy away from the places they know are protected.

## Fire Alarms

A fire alarm system can change the outcome of a fire loss from being a total loss of the business, to minor damage to the operations. Many times, when a fire occurs at a wash it is reported after hours as flames are reported coming through the roof of the structure. A monitored alarm system could help prevent this. Alarm systems are just as important as your wash equipment, so you will need to budget annually to maintain them. The system should also be checked annually for full functionality or you might as well flush the money spent on it down the drain. Think of alarm systems as a security blanket over the structures you have built to generate your income.

Taking security a step further focusses on keeping a watchful eye on your property, especially when you are not there. Keeping a recorded history of what took place at any given time can help you on many fronts. The old school of thought by some is that having cameras on site is because you suffer from paranoia. I have to say that is far from true. Video surveillance is a huge part of a business protecting themselves. Sadly, people are always looking to cash in on any issue they can find. This is an area where coverage is needed with a high definition system that has storage for more than 30 days. Video surveillance systems can

help identify criminals who have committed crimes against your business and can also prove to a customer that damage to their vehicle was pre-existing before it went through your wash. They can also help protect you from fraudulent injury claims by showing what may or may not have happened.

Cameras can now also work in unison with anti-collision tunnel systems to help reduce accident claims. Once again there should be a line item built into your budget to maintain these systems, so they are always working. The cameras and recording devices should be checked regularly and added to property maintenance checklists to make sure they are clean and functioning.

These should also be scheduled for an annual check by a professional installer. If something were to happen on your property you don't want to have to tell the claims adjuster that the system was not working when we were broken into.

Part of keeping your security tight is limiting the number of people who have access to your video surveillance system. Camera placement is also key to having a proper system. Some operators will just put cameras in inspection arches to monitor pre-existing damage to cars and maybe a couple of cameras randomly in other areas if they have space. The best protection comes from a system large enough to cover all areas of your property so you can capture any issue that may arise on your property. This includes parking lots, entrances, pay station areas, vacuum areas, and even your equipment room and office. Having video evidence of what did or did not take place as part of a claim can keep you, or your insurance carrier, from paying out on something that should not be. Once again, that long-term cost analysis comes into play to help show you this is not a bad investment.

It is important to remember that claims can enter the six-figure range very easily under the right circumstances, especially if you are not able to provide proof about the given situation. Even if a potential claim is small, how many times do you want to take on something that was not your problem to begin with? Having several out-of-pocket claims of \$2,000 or \$3,000 can add up to the cost of a properly installed video surveillance system. Ask yourself the question from time to time, "How many cars will we have to wash to make up for lost revenue due to not having the right systems in place?"

One area that most operators are not spending enough time on to protect their operations is cyber security. Why is this? A couple of the biggest reasons are because many do not understand the true ramifications of cyber threats and truthfully, most don't know where to begin or who to turn to for help. Other reasoning can vary from the thought that, "Hackers don't want to bother with me," or the false sense of security that, "I am covered by my vendors if I have a cyber issue related to my credit card terminal or pay station." The vendors cover certain aspects to help ensure data is properly being handled on their end of the transaction, but there are certain external factors that can be out of their control and therefore your responsibility. For example, a device called a skimmer can be placed on one of your pay stations gathering customer credit card information. This type of activity would not be preventable by the vendor. Another example would be a hacker getting in through your network and getting information as it is passed on to the vendor. Malicious hackers are attacking computers and networks at a rate of one attack every 39 seconds. Most of

these attacks employ automated scripts that seek out thousands of computers at a time, looking for vulnerabilities. Of 1,200 organizations surveyed in 2019, 81 percent said they were a victim of a successful cyber attack. These are some alarming numbers. Attacks can be for personal or financial information. Anything these attackers think they might benefit from is fair game. Cyber claims are on the rise in all industries and we all must do our part to educate ourselves on where the attacks can come from. Many can originate from our emails by opening something we thought was legitimate. This topic can fill a whole issue by itself, so I implore you to budget some time and energy into looking at the potential ways a cyber attack could impact your business. Make sure you are using strong passwords and changing them regularly, have anti-virus software in place and update it every 30 days. Consider encryption on your systems and having automatic screen locks. Consider using a vendor qualified to help you with your cyber protection and running security checks to help give you peace of mind. This way, you hopefully will not have to deal with a data breach or have your files held for ransom.

## Are You Covered?

The last piece to think about as part of your security package is insurance, yes, as you may recall in the beginning insurance was listed as part of the security for your operations. This should also be looked at regularly as part of your overall business security plan. Insurance gives you security of knowing you will be protected from a catastrophic event to the operation and that you will be made whole again and can continue to operate. Budget some time to sit down with your agent and really look at the coverages you have and understand what will be covered and what will not be covered. One thing the Pandemic has brought to the table is the ease of video conferencing so you can have a face-to-face meeting even if you can't get to an office. Evaluate your operation frequently as to what it would cost if you had to rebuild tomorrow, what new ordinances would affect the cost of a rebuild in your market and ask yourself, "Is my coverage correct?"

Be sure to work with agents who know the industry and can see where other operators are running into issues from unwanted claims. They will be some of your best resources to help you evaluate what you need. As part of your package, have a discussion on cyber coverage. Is there any included coverage or do you need an additional cyber policy to add to your security peace of mind?

Time is a hot commodity for all of us and we all need to use our time wisely so we can make a strong living and have time off to enjoy life. By not allotting the proper time to evaluate the security of your business in the areas covered today, you could be throwing money out the window. Be sure to look at capital expenses such as cameras, alarms and physical security as an investment in your future, and budget annually to properly maintain them. May 2021 be secure and successful to all! **NC**

*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](mailto:dsnyder@mcneilandcompany.com) or 607/428-2147.*



**Dave Snyder**



## 9th Annual Food Drive

The Annual Food Drive, sponsored by Hoffman Car Wash, typically collects between 10,000-12,000 pounds of food while supporting 13 different food pantries in each of the company's carwash communities.

The 9th Annual Food Drive, October 24, 2020, added one additional organization to the list and hauled in more than 15 tons of food, according to Kevin Zalaznik, Hoffman Car Wash Director of Marketing. "Our customers and our employees love it equally," said Zalaznik. "It's such an easy way to give back to the community. Even our Unlimited Members are engaged with the food drive and they can wash every day."



Participants are asked to donate a non-perishable food item and in return they receive a complimentary carwash: an Ultimate Exterior with Tire Shine. This year's event broke the previous record of 4,600 washes tipping out at 6,000!

The food collection helps local food pantries with their Thanksgiving rush.

The company also showed its gratitude by honoring First Responders and Hospital Personnel on September 11 with the same free carwash.

NC



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

## Colonial Carwash Updates Signage



This eye-catching new sign at Colonial Car Wash on State Street in Schenectady, NY, is certainly a great update to the site. And, you can't miss it! Owner Dave Fusco said it cost about \$6,000 and that he has updated all his signage at his five locations in the Capital District. This sign, which is called a pan face sign, was done by Ray Signs in Schenectady.

NC

## CLASSIFIEDS



### FOR SALE

4 locations in SW Pennsylvania (Washington County). Multi-use properties with carwashes, Laundromats and storages units. PLUS, one location has a commercial rental (doctor's office).

*Will sell as package or individually.*

[Asher Schlusberg, 646/657-8813, AESchluss@gmail.com](mailto:AESchluss@gmail.com)

**Proven Designs**

# Our Experience

**Competitive Pricing**

**World Class Support**

# Works for You!

**Quick Lead-Times**

When you partner with American Garage Door Supply, you benefit from over 30 years of experience manufacturing high-quality door and operator products for use in demanding car & truck wash applications.

**Products built for unparalleled durability and reliability in...**



Tunnels



Automatics



Self Serves



Truck Washes

**~Polycarbonate Carwash Doors**

**~Insulated Washbay Doors**

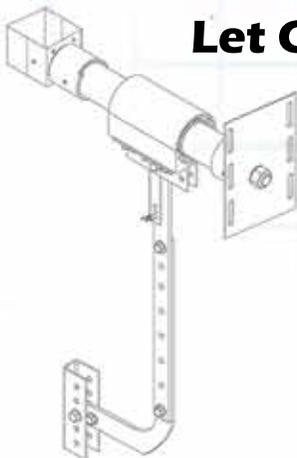
**~Stainless Steel Garage Door Parts**

**~Air-Powered & Electric Operators**



Did You Know We Now Carry?  
**ULTIMATE**  
Parts and Components You Need to Keep Things Going

Call us today about your upcoming project and  
**Let Our Experience Go To Work For You!**



**American**<sup>TM</sup>  
garage door supply inc.

**1-800-233-1487**  
**carwashdoors.com**



# northeast carwasher

## DIRECTORY OF ADVERTISERS

|  |    |   |            |
|--|----|---|------------|
| Aerodry Systems .....                          | 7  | Hamilton Manufacturing Corp.....                            | 29         |
| Airlift Doors.....                             | 49 | Harrell's Car Wash Systems .....                            | 33         |
| American Garage Door Supply.....               | 95 | Huron Valley Sales.....                                     | 47         |
| Arlen Company Construction.....                | 77 | Hydra-Flex, Inc.....  | 17         |
| Aurora Design .....                            | 65 | Innovative Control Systems (ICS).....                       | Back Cover |
| Autowash Maintenance Corporation .....         | 83 | International Drying Corp.....                              | 37         |
| Autowash Online.....                           | 98 | J & M Car Wash Builders.....                                | 62         |
| AutoWash Technologies .....                    | 82 | JoAnna Brandi & Company, Inc.....                           | 36         |
| AVW Equipment Co. ....                         | 97 | Joyce Media .....   | 67         |
| Blendco Systems.....                           | 13 | JSCM .....  | 38         |
| BusinessKeeping.....                           | 87 | Kirikian Industries LLC.....                                | 71         |
| Carolina Pride Carwash, Inc. ....              | 43 | Kleen-Rite Corp.....  | 3          |
| Car Wash Insurance Program by McNeil & Co..... | 89 | Micrologic Associates .....                                 | 50, 51     |
| Car Wash Systems, LLC. ....                    | 65 | Modernwash Buildings and Solutions.....                     | 73         |
| Coast Commercial Credit.....                   | 45 | Motor City Wash Works.....                                  | 9          |
| Corporate Consultants International Inc. ....  | 25 | My Car Wash Guy.....  | 48         |
| Coleman Hanna Carwash Systems LLC.....         | 18 | Myrrh Consulting .....                                      | 42         |
| CSI/Lustra Car Care Products.....              | 81 | NBT Insurance Agency .....                                  | 90         |
| D & S Car Wash Equipment Co. ....              | 84 | NRCC.....   | 11, 53     |
| DRB Systems, Inc. ....                         | 19 | Peco Car Wash Systems.....                                  | 5          |
| ERC Wiping Products.....                       | 45 | <i>Professional Carwashing and Detailing</i> magazine ..... | 70         |
| Erie Brush & Mfg. Corp. ....                   | 39 | Ross Brothers, Inc.....                                     | 64         |
| Etowah Valley Equipment.....                   | 15 | Sergeant Sudz .....   | 34         |
| Extrutech Plastics .....                       | 16 | Simoniz USA .....   | 2          |
| Fisher Phillips.....                           | 67 | SK Advertising & Design.....                                | 45         |
| G & G Industrial Lighting .....                | 20 | Sobrite Technologies .....                                  | 21, 31     |
| Gallop Brush .....                             | 41 | Sonny's The Car Wash Factory .....                          | 99         |
| General Pump .....                             | 46 | Washify.....  | 57, 75     |
| Grace for Vets .....                           | 54 | Women in Carwash.....                                       | 70         |

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

Advertising space reservations for the Spring 2021 issue are due February 2, 2021.  
[Suzanne.Stansbury@icloud.com](mailto:Suzanne.Stansbury@icloud.com)

# Wash More Cars

with AVW Belt Conveyors and Car Wash Equipment



**FEBRUARY FOURTH**

**1999**

original concept, 1<sup>st</sup> generation, belt conveyor installed

Over

**1.2 million**

cars processed on an AVW belt conveyor before original belt replaced (belt conveyor with stainless steel belt reinforcements)

Designed to handle the harsh mechanical and chemical conditions unique to car washes, our 4th GENERATION DESIGN is the result of 45 years of car wash equipment and 20 years of car wash belt conveyor experience.

*We build better belt conveyors because we understand car wash equipment and the car washing environment!*



**AVW EQUIPMENT COMPANY, INC.**  
105 South 9th Avenue  
Maywood, IL 60153

Phone: (708) 343-7738



[www.avwequipment.com](http://www.avwequipment.com)

**AutowashOnline.com**  
TOP BRANDS AT GREAT PRICES

# FOR ALL YOUR CAR WASH NEEDS

**We know car washes.**  
We measure our success  
by your success!

With over 45 years experience selling to  
Car Wash Tunnels, Touch Free In-Bay  
Automatics, Cloth Rollovers, and Self-  
Service Bays our knowledgeable team has  
seen it all when it comes to the unique  
needs of the car wash industry.

[www.autowashonline.com](http://www.autowashonline.com)



**AutowashOnline.com**  
TOP BRANDS AT GREAT PRICES

In-Stock and Ready to Ship Today  
**Equipment & Parts**  
**Available for Immediate Delivery!**



In-Stock Inventory for all OEM's.  
Serving You Coast-to-Coast with Warehouse Locations in Fort Lauderdale, FL and Phoenix, AZ.  
Sonny's One Wash Members Receive **FREE** Ground Shipping. Join & Save!





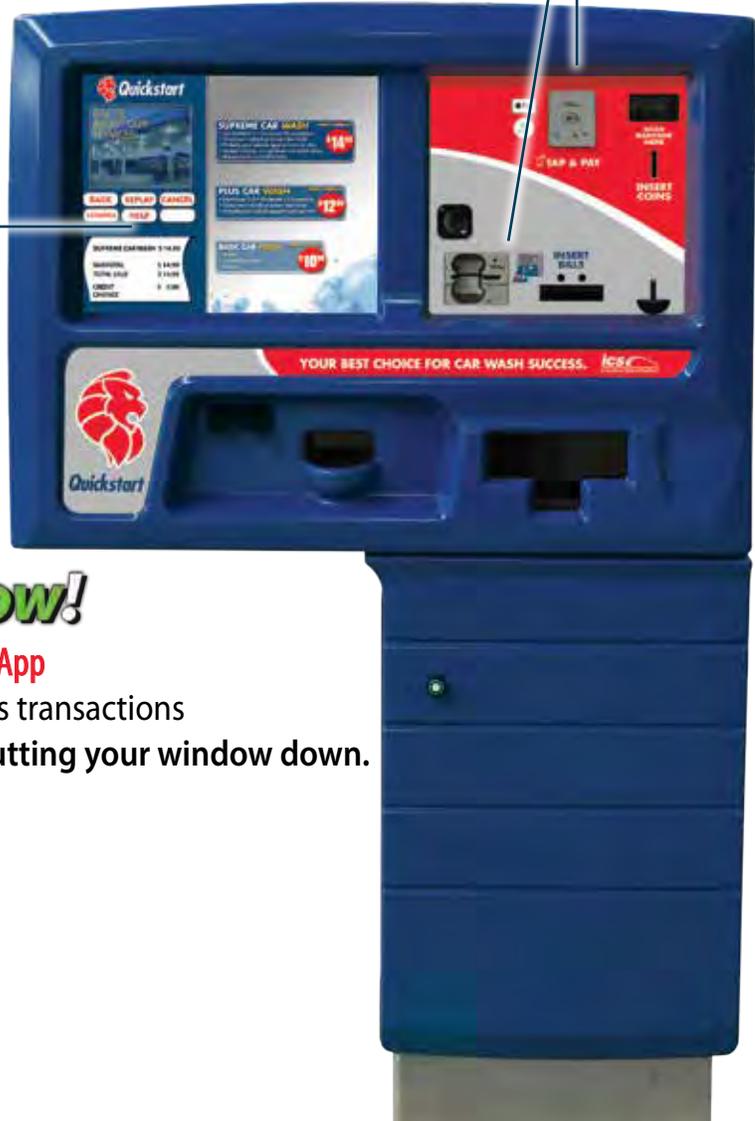
# The New Auto Sentry® flex HD

**Secure EMV & PCI Compliant Solution** | ICS has been the leading provider of EMV technology in the car wash industry since 2016. The Auto Sentry® flex HD offers the latest certified First Data solution. All card brands are accepted along with the New Tap N Pay, Apple Pay, Android Pay, and Fleet Cards. ICS can also guide you to a successful PCI compliance certification.



## Enhanced Screen Display

New 17" Ultra Bright Touch Screen Display provides Crystal Clear, enhanced videos and graphics resulting in faster throughput.



## WashNow!

### WashNow Mobile App

Enjoy contactless transactions without even putting your window down.

