

northeast carwasher

Out of this World!

**NRCC Attendance
Breaks Record!**

**Energizing your
Winter Marketing**

**SBA vs. Conventional
Loan Options**

**Venus & Mars Talk
Winter Washing**

**Cold & Snow? Pollen,
YES, Rain, NO!!!!**



THE NEXT GREAT ON-LINE OFFERING from SIMONIZ®

SIMONIZ Graphene-Infused **Carbonite™** Surface Hardener



An Evolution of Vehicle Surface Enhancements

First it was polymer-infused *Simoniz DoubleBond™* with a 30 day bead-up warranty, next caranuba-infused *Simoniz Hot Wax and Shine®* for shine & protection, then ceramic-infused *Simoniz Ceramic Sealant* to seal in that shine and now it's graphene-infused *Simoniz Carbonite™* surface hardener™.

—Bill Gorra, CEO and Technical Director
Simoniz USA

SO, WHAT IS GRAPHENE?

Graphene is a single layer of graphite, one atom thick. A carbon-based nanoparticle, graphene is arranged in a honeycomb structure. This very thin substance is often referred to as the "miracle material" being the lightest and strongest material known. "It's harder than diamond and 200x tougher than steel", yet it is flexible which makes it a great addition to the automotive cleaning and coating world. Graphene has attracted significant attention due to its unique thermal, mechanical and chemical properties.

It's all the buzz!



WHAT ARE THE BENEFITS OF GRAPHENE-INFUSED SIMONIZ CARBONITE™?

- Improves surface hardness
- Glossy appearance, high slickness
- Hydrophobic
- Water-spot and moisture resistance
- High chemical and abrasion resistance
- Extreme durability, long lasting
- Anti-corrosion against road salt and other contaminants
- Oxidation and UV protection



KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

FOLLOW US ON SOCIAL MEDIA

f FACEBOOK.COM/KLEENRITECORP

@KLEENRITECORP

TIME TO MAKE THE SWITCH TO WINTER CHEMICALS

KLEEN-RITE ANTI-FREEZE DETERGENTS

KR5AF-W	White	5 Gallons
KR30AF-W	White	30 Gallons
KR55AF-W	White	55 Gallons
KR5AF	Cherry	5 Gallons
KR30AF	Cherry	30 Gallons
KR55AF	Cherry	55 Gallons



HAZARDOUS MATERIAL

SIMONIZ® DESALT

The Ultimate Road Salt Fighter

- Low pH Formulation
- Helps prevent rust
- Moderate foam level

PA5568	5 Gallons
DR30568	30 Gallons
DR55568	55 Gallons

DECALS & SIGNS AVAILABLE



KLEEN-RITE HOG DADDY HOGS HAIR BRUSH

- Top of the line premium hogs hair brushes
- 4" long hogs hair bristles in rugged aluminum head with bumper gasket

KRV1102-R	Red Bumper
KRV1102-BK	Black Bumper
KRV1102-BL	Blue Bumper

ORDER NOW!



KLEEN-RITE HOG DADDY HOGS HAIR BRUSH

- Long, 4" exposed bristle length with durable plastic head

KRV1102P-BL	Blue Bumper
-------------	-------------



VALUE LINE HOG KING HOGS HAIR BRUSH

- 4½" long hogs hair bristles in an aluminum head with rubber bumper gasket
- Stainless steel plate screws for stability

KRV1100R	Red Bumper
KRV1100BL	Blue Bumper
KRV1100	Black Bumper

GREAT VALUE!



ORDERING MADE EASY

ORDER ONLINE - ANY TIME!



You'll find easy checkout, live chat, favorites list, resource and video libraries, and FAQ all at the touch of your fingertips.

REQUEST ONE OF OUR FREE GUIDES OR CATALOGS



- MASTER
- DETAIL
- PRESSURE WASH
- SOAP GUIDE
- TOWEL GUIDE

KLEENRITE.COM | 800.233.3873

northeast carwasher

Winter 2022

Vol. 27 No. 1

CONTENTS

FEATURES

20 Out of this World!

26 NRCC Attendance Breaks Record!

EDITORIAL

6 As I See It

DEPARTMENTS

8 Op-Ed

10 Newsworthy

COLUMNS

32 Focus on Finance

34 The Marketing Maven

38 JoAnna's Gems

40 Doug's Perspective

42 Gary's Tech Tips

44 Venus & Mars

46 Towel Tips

ASSOCIATION NEWS

48 CAP News

54 CCA News

62 CWONJ News

72 MCA News

76 NECA News

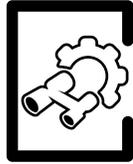
84 NYSCWA News

ADVERTISING

96 Directory of Advertisers

... and more!





**Sonny's CarWash
Parts**



**Sonny's CarWash
Services
Northeast**



**Sonny's CarWash
Consulting**



**Sonny's CarWash
Equipment**



**Sonny's CarWash
College**



**Sonny's CarWash
Signage**



**Sonny's CarWash
Controls**

Sonny's CarWash Services Northeast

978-344-0404

www.SonnysCWS.com

Leverage Local Support.



**Sonny's CarWash
Marketing**



**Sonny's CarWash
Backroom**



**Sonny's CarWash
Vacuums**



**Sonny's CarWash
Water**



**Sonny's CarWash
Chemistry**



VELOCITY



www.SonnysDirect.com | 800-327-8723

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 2022
issue are due Jan. 28, 2022.
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

About 15 years ago, I remember a new operator in the industry coming up to me and asking what characteristic is necessary in being a good Executive Director. I didn't hesitate in answering, "You have to be flexible."

I'm not sure why I remember that exchange, but living through the last two years has proven out my answer in business and in life. From the early days of the Pandemic, and working a number of angles with my boards to keep our members washing cars, to reinventing meetings and events virtually, the ability to be adaptive and flexible was imperative.

Fast forward to this fall's Northeast Regional Carwash Convention (NRCC) in Atlantic City and the word "flexibility" comes to mind again, in spades. There is a lot more than meets the eye when putting on this event, especially in COVID times.

Should we have a show?

Would we be able to have an event in the state-run Atlantic City Convention Center (ACCC) in October (the ACCC reopened in August) and what would that look like? Would we have to distance our education, the show floor, could we have food, would we have to wear masks? Would attendees wear them? And, as you all know, the "rules" were ever changing. What was fact in July might not be the case in September or October. And, most importantly, would they come?

The Southwest Car Wash Association (SCWA) was really lucky. When they rescheduled their show to June, Texas was wide open and people were ready to unmask and mix and mingle. There was no masking or social distancing at that show. It's like COVID didn't exist. Not the case in October in New Jersey. Due to state regulations, masking was required in the convention center. How would our attendees feel about that? And, to protect the board and our individual businesses, did it make sense to mandate a COVID waiver in case of illness? Would attendees sign one? And, how would we police, without being the police, the show floor to ensure that we were all keeping ourselves and each other safe?

Then, as the show date grew closer, there was a growing number of vendors who were becoming skittish about asking their employees to travel (thanks to the new Delta Variant) and many of these vendors had ill employees or diminished staffing. On top of that, what would our numbers look like? With the ICA show on our heels in November, should the vendors put more of their resources into a bigger show? Well, some vendors did scale back but being the NRCC, we let them with little to no penalty because without our vendors we don't have a show. They are just as important to us as our attendees. We worked with them and in 2022 I have all the confidence in the world that we will build the show floor back to its 2019 size (350+ exhibits), and then some. We already have three-quarters of the floor sold with many vendors expanding their footprint.

But does your head hurt? Mine did at the time. What other obstacles did we need to overcome? Our Keynote Speaker, Gov. Chris Christie, is the most high-profile speaker we have ever had at the NRCC. Will we be able to fill the room? Many of you, actually anywhere from 200-400+ of you, don't preregister for the show. You just show up. To say that makes planning a bit challenging is an understatement, so how many will just show up given the current state of the Pandemic? Good question.

In addition to Gov. Christie we secured Big Ass Fans founder Carey Smith. Unfortu-

Continued on page 8...



Low Energy Consumption

A \approx RODRY[®]

THE QUIET DRYERS[™]

303.438.0120



aerodrysystems.com

Thank You for Your Service!



Broad Street Car Wash owner Doug Karvelas, Trenton, NJ, honored Veteran Charlie F. Wible, US Navy, Rank AK2 of Princeton, NJ, on Veterans Day with a free carwash. Broad Street participates annually in the industry's Grace for Vets program. Participating washes provide active and retired military with a free carwash on Veterans Day. Serviceman Wible served from December 1965 to September 1969. **NC**



WASH VOLUME INDEX

Our Wash Volume Index through October is down with the sole exception of metro Boston operator Dave Ellard, who is up by 3 percent. Our Jersey Shore participant, Doug Rieck, is facing severe competition and is down by 20 percent with our Upstate New York operator, Steve Weekes, down 6.9 percent in his bays and flat in his tunnels while our Mid-Atlantic carwasher, Dave DuGoff, is down by 9.7 percent. It's been rainy and the increasing price of gasoline might be playing a factor in the negative numbers. Time will tell.

As we move into the "hopefully" busy washing season, we all remain optimistic for big volumes, just the right amount of precipitation and reduced prices at the pumps to push us into positive volumes ahead of the pollen and bug season. **NC**

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

As I See It ... continued from page 6

nately, three days before the show I got a call from Mr. Smith's agent that he was ill and could not attend. (Oh, and did I mention that two of the four award winners came down with COVID?)

At this point I was either going to laugh or cry and I chose the former. With the help of the host association's Dave DuGoff and Mike Ashley, and Past Chair Walt Hartl, and the board's agreement, we decided expanding the Early Bird panel discussion made the most sense. And we thank our attendees for their flexibility in adapting to this change.

At the end of the day, we broke our attendance number by a few hundred, made the floor look the best it could given the loss of about 40 vendor booths and filled the room for Gov. Christie who we were able to secure thanks to the generous sponsorships of Micrologic and innovateIt. Mark my words that the 2022 event, Sept. 19-21, will be another record-breaking show in attendance and exhibit space. I am sure that it will also require flexibility but with the

combined efforts of the NRCC board and our facilitator Heather Courtney, we will bend but we will not break!



Suzanne L. Stansbury
Editor/Publisher



Thoughts on Today's Chemistry and How to Select a Partner

By Bill Gorra

There are many exciting chemistry innovations at play in our industry. The ability to use a balanced application of solutions to clean, dry and shine a vehicle in 60-90 seconds (no small feat) is at an all-time level of performance.

So what does that mean in terms of cleaning solutions? New developments in non-ionic and cationic surfactants and organic acid technology have allowed us to formulate milder alkaline presoaks and use low-pH solutions that have eliminated the need for harsh acids. The "cleaning chemistry" is milder, safer and more effective in today's modern carwash where consumers are washing their vehicles more often.

In terms of better chemistry for drying and shining a vehicle, many new additives are being introduced as "infusions." These include silicone quats (a unique cationically modified class of siloxanes), Carnauba, ceramic polymers and grapheme — all designed to enhance water beading and rinsing, shine and protection. These advancements allow operators to produce results/finishes that resemble a vehicle that has been hand waxed and reduces spotting.

So, an operator needs to look for a chemistry vendor/partner who has a technical department fully engaged in these ad-

vancements and is committed to research and development on a daily basis. This partner needs to have a technical staff that understands the industry and listens to the operator and can anticipate market needs. A strong chemical partner must have a robust service and tech support staff that can help the operator monitor quality and maximize chemistry performance.

But maybe even more importantly, and hopefully this present environment is short term, an operator needs a chemistry supplier who is equipped and has the resources to negotiate all of the supply side issues our industry is currently facing. A supplier who owns its own factories, and is sizable in what they purchase in the marketplace so that they will be able to purchase in large quantities, is critical today. This partner must also be financially strong enough to maintain higher levels of inventories on everything from raw materials, packaging supplies to finished goods.

Finally, a strong chemical partner must be committed long term to the health of the industry and reaching out directly to consumers and telling them that regular carwashing at a professional carwash is an essential part of car care. **NC**

Bill Gorra is President and Technical Director of Simoniz USA, Bolton, CT.

Wash Q & A

An attendee at the recent Northeast Regional Carwash Convention (NRCC) Early Bird Panel Discussion had a question that the panel was unable to get to so we reached out to Hoffman Car Wash's Walt Hartl for his two cents. Thanks, Walt!

Q. What are the best methods to prevent swirl marks in a friction inbay?

A. We don't have any friction in-bays, but I assume it would be the same as in a tunnel wash. Regular maintenance, frequent wash downs and routine/scheduled equipment and cloth/foam replacement can reduce the potential for swirl marks.

Q. How do you deal with a customer who says this happened in the wash?

A. Explain what they are first, describe the cleaning material and the direction the equipment travels. Have a good understanding of automotive paint surfaces. Auto manufacturers changed the way they paint cars to decrease the weight of vehicles to improve fuel economy to meet CAFÉ (Corporate Average Fuel Economy) standards. Using less paint reduces the weight of the car and improves the MPGs (miles per gallon). Using less pigmented paint and the introduction of clear coat created the "shine" that was achieved on older cars by using multiple color coats. Thinner layers of paint result in the opportunity for swirl marks.

Q. What are the best methods to remove film that can occur in a frictionless inbay?

A. Checking titration and water quality daily, even multiple times a day is very important. The change in seasons and temperature can affect chemistry so you may need to adjust the titration rates especially in the fall and spring. Proper water temperature is important to activate the cleaning action of the soap. Work with your suppliers to identify the proper temperature and measure the temperature at the application point, not the hot water producer. It's possible to lose significant water temperature depending on how long the run to the bay is. Increasing the dwell time can also help, allowing more time for the chemistry to do its job.

Q. What is the best product to use on the floors of a self-serve wash (inbay and self serve) that can stand up to the harsh chemicals? Different mixtures of concrete? Epoxy over concrete?

A. In self-service bays — just concrete, the epoxy coatings can be slippery. With inbays, epoxy coatings hold up well but they require proper installation. Improper surface preparation and installation can lead to the epoxy peeling and breaking up. **NC**

*Walt Hartl, Hoffman Car Wash, Albany, NY
You can reach Walt at whartl@hoffman-development.com*



DRB AWARDED NOPILEUPS™ PATENT

DRB, Akron, OH, a provider of carwash point-of-sale and optimization technology, has been awarded a patent for NoPileups, a full-tunnel optimization system for conveyorized carwashes designed to reduce in-tunnel collisions and optimize tunnel capacity, according to a company press release. The patent covers NoPileups' ability to configure cameras, LIDAR, RADAR or SONAR to track the relative positions of vehicles in the tunnel and trigger a stop of the conveyor and wash equipment when a collision threat is detected. "NoPileups has been a true game-changer in the carwash industry, helping its users save money on damages and preserve their reputation all while increasing their operational efficiency," said Dan Pittman, President of DRB.

The first NoPileups system was installed in 2016. There are now more than 700 NoPileups systems installed in carwashes across the US.

For more information visit drb.com

MCWW RAISES MORE THAN \$350,000 FOR ST. JUDE'S



Motor City Wash Works raised \$353,345 at its 13th Annual Open House and Charity Auction to donate to St. Jude Children's Research Hospital.

The team at Motor City Wash Works, Detroit, MI, held its 13th Annual Open House and Live Charity Auction in August. Attendees and vendors were asked to donate equipment and services at the auction, providing more than \$1,000,000 of carwash products for bid. All of the net proceeds were donated for the benefit of St. Jude Children's Hospital, according to a company press release.

This year's event was moved to The Inn at St. Johns in Plymouth, MI. This venue also held a welcome reception, the auction, wash talks, a vendor tabletop and a golf outing.

The end result of the Annual Open House and Live Auc-

tion raised \$353,345 for St. Jude Children's Research Hospital in Memphis, TN, one of the world's premier pediatric cancer research centers.

In 2019, Motor City Wash Works introduced an additional program to answer the question, "How can we do even more for the kids?" The company came up with its new fundraising program, Washing Cars. Fighting Cancer. The program runs annually during the month of September.

For more information visit motorcitywashworks.com and stjude.org

MODWASH ACQUIRES THREE SUPER SHINES, AMPLIFY MAKES CHARITABLE DONATION



Amplify's Brad Mann, Bill Martin and Jeff Pavone at Motor City Wash Works' 13th Annual Open House and Charity Event.



Amplify Car Wash Advisors, Scottsdale, AZ, a national mergers and acquisitions and capital advisory firm founded by Bill Martin and Jeff Pavone, has acquired three Super Shine Car Wash locations by growing express carwash chain, ModWash. Amplify Car Wash Advisors represented the seller in the transaction. "It was truly a pleasure to work with the Amplify team on our most recent acquisition of three additional operating locations in our home state of Tennessee," said Brian Thornton, chief operating officer of ModWash. "Their team provided great support and ensured a timely and seamless closing process, and we are excited for the additional growth opportunities this relationship will produce in our near future. We know this is the first of many transactions we will successfully complete with the Amplify team as we grow from our current operating store count of 23 to well over 200 locations across 14 states in the next two years."

Super Shine express exterior carwash operated three

locations in southeastern Tennessee. “We have loved serving the Chattanooga, TN, community for many years,” said Alan Fitzmaurice and Marcia Fitzmaurice, owners of Super Shine Car Wash. “We know the locations will be in good hands as they join the ModWash brand.”

The company has also recently acquired Four Seasons Car Wash, an express chain in Minnesota, by Atlantic Street Capital, bringing the total number of washes sold by Amplify to 24 in November, 2021. They represented the seller in the transaction.

In addition, Amplify provided sell-side advisory services to Busy Bee Car Wash with three locations in Miami, FL. Busy Bee joined Mammoth Holdings in November.

Charitable Donation Commitment

Amplify Car Wash Advisors has pledged to make a charitable donation after each transaction closing. “Bill [Martin] and I have been very blessed to be part of the carwash industry and have made a commitment to giving back,” said Jeff Pavone, partner at Amplify Car Wash Advisors.

Following the Super Shine transaction closing, Amplify Car Wash Advisors donated to St. Jude Children’s Research Hospital at Motor City Wash Works’ 13th Annual Open House and Charity Event held in Detroit, MI, in August. Motor City Wash Works has raised more than \$1,000,000 for St. Jude Children’s Research Hospital. “We were inspired by the great work that Motor City Wash Works does for St. Jude Children’s Research Hospital and want to follow their example by doing our part,” Pavone concluded.

For more information visit AmplifyWash.com, motorcitywash-works.com and ModWash.com

SONNY’S ACQUIRES HYDRA-FLEX

Sonny’s, Tamarac, FL, has acquired Hydra-Flex, a privately held manufacturer of innovative and reliable fluid handling products for the vehicle wash industry, according to a company press release. “Hydra-Flex has revolutionized carwash chemical dispensing and nozzle technology,” said Paul Fazio, CEO of Sonny’s. “They have consistently found better ways to solve customer and industry problems with fluid handling. While the products they make are the best in the business, what excited me most are the people we will gain. Their passion for our industry and for customer service fits perfectly with Sonny’s.”

Jamie Harris, president and CEO of Hydra-Flex agrees. “This is an exciting time for us and marks a huge milestone for the company, our employees and our customers who will all benefit from the opportunities this acquisition presents.”

According to the release, Hydra-Flex’s management and staff will remain in place with the factory in Savage, MN.

For more information visit sonnysdirect.com and hydraflexinc.com

STI JOINS SONNY’S TEAM

Sonny’s, Tamarac, FL, has added STI Conveyor Systems, Barrie, Ontario, to its recent acquisitions, according to a company press release. STI is a family-owned manufacturer of belt conveyor solutions. “Like Sonny’s, we strive to set the standard in every effort we undertake,” said Robert Stephenson, STI President. “To unite two companies with the same values of providing best-in-class products and experiences for our customers — creates a stronger platform for our carwash clients to increase throughput and revenue.”

Sonny’s CEO, Paul Fazio, echoed his sentiments. “The combination of STI and Sonny’s conveyor options provides incredible opportunity for all express, flex and full-serve carwash owners,” said Fazio.

STI management and staff will remain in place with the factory in Barrie, Ontario, Canada.

For more information visit sonnysdirect.com and sticonveyor.com

OPW NAMES NEW VP/GM

OPW, a Dover company and a global leader in fluid-handling solutions, has named Warren Day its new Vice President and General Manager for its Vehicle Wash Solutions (VWS) business, according to a company press release. VWS’s suite of products include inbay automatic and tunnel wash systems, payment systems and software management.



Prior to accepting the position, Day was the General Manager for ICS, a recent OPW acquisition, where he was responsible for running the day-to-day activities of the company, as well as overseeing the integration of the company into the OPW Vehicle Wash Solutions business. Day’s management experience stems from his roles at Honda and Danaher. “With Warren leading the OPW Vehicle Wash Solutions business, we will look at new ways to align and promote our entire vehicle wash solutions portfolio and help further define what’s next for the vehicle wash industry,” said Kevin Long, OPW President.

According to Day, “The portfolio has expanded over the years with the addition of both Belanger and ICS, and I look forward to working with our team to continue delivering new solutions for our customers.”

For more information visit opwglobal.com

Continued...

Newsworthy ... continued

NEWT GINGRICH TO KEYNOTE 2022 SCWA CONVENTION/EXPO

The Southwest Car Wash Association (SCWA) has announced that Former Speaker of the House, Newt Gingrich, will keynote its 2022 Convention & Expo, February 27-March 1, at the Fort Worth Convention Center, Fort Worth, TX. Speaker Gingrich will address SCWA convention attendees at the General Session on Monday, February 28.

For more information visit swcarwash.org



According to the release, CWON and Flagship are aligned on a win-win value creation strategy that combines Flagship's local knowledge and premier locations with CWON's best practices and winning playbook. "CWON proved themselves to be a true partner throughout the transaction," said Flagship's co-owner and president, Guy Paolozzi, who will continue to lead the business post-close, according to the release. Flagship is CWON's third carwash operating brand.

For more information visit growth@car-won.com or accessholdings.com or flagshipcarwash.com

EVERWASH ACQUIRES OMNIX LABS

EverWash, Philadelphia, PA, has acquired omniX Labs, New York, NY, and industry-leading real-time vehicle analytics and Machine Learning (ML) platform, according to a company press release. "In order for our business to embark on the next leg of our high-growth journey, the acquisition of omniX Labs will accelerate our ability to provide even more vehicle-centric actionable data that we can use to personalize the customers' experience and improve the operators' bottom line," said Scott Caplan, Co-Founder and President of EverWash.

Together, the companies will use vehicle-centric data

Continued ...

CORPORATE
CONSULTANTS
International Inc.

WHY CHOOSE US TO
**HELP YOU SELL YOUR
CAR WASH BUSINESS?**

Specialized Quick Lube & Car Wash Business Broker

with over 30 years of experience to protect & represent your interests

- ✓ Have a trusted partner to navigate the sales process & avoid pitfalls
- ✓ Enjoy a smooth transition for you, your family & employees
- ✓ To have confidence you received the best price!
- ✓ Plus, NO FEE for real estate (only on business value!)



📞 518-469-0983

✉️ CciJim@aol.com

Jim O'Leary
Car Wash & Quick Lube Business Broker

COMMANDER

P A Y S T A T I O N

Customized wraps and touch screen graphics



Flexible sell options - single washes, bundles, and buy-ups



Custom-branded mobile app for safe, contactless customer transactions



Seamless integration with Hamilton **ExpressPass** RFID system



Standard EMV credit card processing with tap to pay



Cloud-based platform for integrated reporting and loyalty management



 HAMILTON

hamiltonmfg.com | 888-723-4858

CELEBRATING

100 YEARS

1921 - 2021

Newsworthy ... continued

to improve the car care lifecycle experience, while setting their eyes on other industries that can benefit from their proprietary analytics and ML models. “We’re excited to contribute to the expansion of their technology by continuing to provide intelligent sets of eyes to help optimize the carwash experience,” said Anoop Kanthan, Co-Founder of omniX Labs.

For more information visit EverWash.com and omnixlabs.com

FLYING ACE GRAND OPENING SUPPORTS RIVERSIDE JAYCEES



Flying Ace Express Car Wash, Dayton, OH, recently celebrated the 9th Greater Dayton express carwash location with 10 days of free carwashes, and a monetary donation campaign for the Riverside Jaycees in Riverside. Flying Ace Express was able to give away more than 2,058 free carwashes at a retail value of more than \$30,000 and collected \$16,073.89 in monetary donations for the Jaycees.

During the Grand Opening a free signature “Flying Ace” carwash (\$15 value) was offered to every customer in exchange for a monetary donation to the Riverside Jaycees. Discounted retail gift cards, with all proceeds donated back to the Jaycees, was also offered. ChemQuest, the wash’s chemical supplier also donated \$5,000.

Founded in 1979, the Riverside Jaycees serve local kids, families and the Greater Dayton community through initiatives including local scholarships, youth sports team sponsorships, an Adopt-a-Family Christmas program, Senior dinners and Military and First Responder memorials.

For more information visit flyingacecarwash.com and riverside-jaycees.com and expresswashconcepts.com

CLEAN EXPRESS SUPPORTS CLEVELAND INDIANS CHARITIES



Clean Express Auto Wash, Cleveland, OH, has donated \$20,792 to the Cleveland Indians Charities organization (now called Cleveland Guardians), according to a company press release. During the one-day donation campaign in August at all six Greater Cleveland Clean Express Auto Wash locations, the company donated 50 percent of proceeds from all Clean-est retail wash purchases back to the charities. In addition, team members collected monetary donations at the wash kiosk from Clean Express customers. “We initiated a sponsorship with the Cleveland Indians at the beginning of the baseball season, and wanted to go beyond traditional promotion tactics and tie in a community relations initiative,” said John Roush, Chief Executive Officer of Express Wash Concepts.

As a private foundation of the Cleveland Indians, Cleveland Indians Charities (name changing to Cleveland Guardians Charities) raises money through programs, events and player contributions to support many local beneficiaries, including the Cleveland Metropolitan School District, the City of Cleveland Recreation Department Youth Baseball and Softball programs, Boys & Girls Clubs of Cleveland and many others community organizations and nonprofits.

For more information visit cleanexpresswash.com and mlb.com and indians.com

EWC AN INC. 5000 RECIPIENT

Express Wash Concepts (EWC), Columbus, OH, has again been named to the *Inc.* 5000 List of America’s Fastest Growing Companies, according to a company press release. EWC is ranked #2619 with a three-year growth of 156 percent. “Despite the challenges we faced throughout the past year, we are blessed and proud of our ability to maintain a noteworthy growth record, in addition to expanding into several new markets including our new Cleveland-based Clean Express Auto Wash brand,” said John Roush, Express Wash Concepts Chief Executive Officer.

Continued ...



ACCUTRAC 360

3 REASONS

you want a **PETIT**

#1

4X CLEANING POWER

Petit pumps, oscillating nozzles, & dual arms provide 200% – 400% more cleaning power.

#2

2X THE SPEED

We wash and rinse vehicles faster. Our inbay cleans up to 29 cars/hour and is capable of washing 40,000+ Cars Per Year, Per Bay!*

#3

1/2 THE MAINTENANCE

Our washes reduce your costs with intelligent design & superior materials.

*Dependent on Site Specific Factors.



(330) 861-0760



(888) 767-9274

SINCE 1992

Newsworthy ... continued

Companies on the 2021 Inc. 5000 are ranked according to percentage revenue growth from 2017 to 2020. To qualify, companies must have been founded and generating revenue by March 31, 2017. They must be US-based, privately held, for profit, and independent — not subsidiaries or divisions of other companies — as of December 31, 2020.

Express Wash Concepts operates 45 express carwashes across Ohio, Virginia and Pennsylvania.

For more information visit expresswashconcepts.com and inc.com/inc5000

CLEAN EXPRESS CELEBRATES SOLON GRAND OPENING



Clean Express Auto Wash, Cleveland, OH, celebrated the Grand Opening of its sixth Greater Cleveland location with 10 days of free washing and a monetary donation campaign for the Solon Benevolent Fund (SBF) in Solon, according to a company press release. During the Grand Opening Clean Express gave away more than 2,590 free washes at a retail value of more than \$46,620 and collected \$14,311.43 in monetary donations for the Solon Benevolent Fund, whose mission it is to improve the lives of children, seniors and needy within the Solon community. The all-volunteer charity has granted more than \$350,000 to individuals and organizations in need since its inception. Clean Express also offered its signature "Clean-est" carwash (valued at \$18) to every customer in exchange for a monetary donation to Solon. "The incredible Solon Benevolent Fund volunteers worked alongside our team throughout the entire 10 days of our campaign, and because of this dual effort we are grateful to present to them this record-breaking Grand Opening donation," said John Roush, Express Wash Concepts CEO.

For more information visit cleanexpresswash.com and sbfson.org and expresswashconcepts.com

HYDRA-FLEX NAMED AN INC. 5000 FASTEST GROWING CO.



Hydra-Flex, Inc., Savage, MN, has again received a spot on *Inc. Magazine's* prestigious list of the 5,000 fastest-growing private companies in America, according to a company press release. This is the seventh time in eight years that the company has been named to the list. "We're thrilled our continued growth earned us another spot on the prestigious Inc. 5000 list," said Hydra-Flex COO Curtis Carlson.

Hydra-Flex is only one of 67 Minnesota companies to earn a spot on the list, and just one of 194 manufacturing companies to appear.

The company is privately held and was founded in 2002 with a mission to deliver measurably better fluid handling products for leaders in the carwash, hydro-excavation, industrial cleaning and sewer jetting industries. The company was acquired by Sonny's Enterprises, the world's largest manufacturer of conveyerized carwash equipment, parts and supplies in July 2021.

For more information visit hydraflexinc.com

WASHIFY MAKES INC. 5000 LISTING

For the second year, Washify Services LLC, Boston, MA, has been included in *Inc. Magazine's* 5000 fastest growing companies in America, according to a company press release. The company is ranked at #1549, moving up from #1924 in 2020.

Washify, which provides hardware and cloud-based software solutions, was purchased by DRB Systems in 2021, excluding it from the criteria necessary for a future ranking. "We are very excited to be recognized two years in a row; our higher rank this year is proof of our ongoing growth," said Adam Korngold, President of Washify. "The carwash industry is experiencing high growth, and we are expanding our business to serve more carwash operators."

For more information visit washify.com

Continued ...



Discover PATHEON®

Because today you're expected to be an expert at eCommerce, employee scheduling, training, technology and data analytics all while running a car wash.

More than a POS, Patheon is DRB's powerful, scalable technology platform designed to continuously evolve and integrate with the changing needs of end consumers and car wash operators.

Built with hybrid-cloud technology, Patheon delivers omni-channel, intuitive experiences for customers, employees and wash operators.

- Process transactions and manage unlimited plans with ease
- Transform data into insights
- Deliver a smooth, seamless user experience
- Integrate with applications that save you time and matter the most
- Respond quickly to competitive pressures



www.DRB.com
#ExploreGrowth

**Explore new paths to growth
with Patheon.**
Call 800.336.6338 to schedule a free demo.

MOO MOO EXPRESS RAISES \$20,120 FOR JOSEPH'S COAT



Moo Moo Express Car Wash, Columbus, OH, recently celebrated the Grand Opening of its 20th Central Ohio express carwash location with 10 days of free carwashes and a monetary donation campaign for Joseph's Coat of Central Ohio. Throughout the Grand Opening Moo Moo gave away more than 4,300 free carwashes at a retail value of more than \$77,400. Monetary donations of \$20,121.35 were also collected. "Many of the non-profits we work with have struggled this past year and have had to cancel, or dramatically shift, the fundraisers they need to maintain operating budgets and services," said John Rouch, Express Wash Concepts CEO and Moo Moo Express Car Wash Founder.

During the event Moo Moo Express offered a free signature "Crème de a Crème VIP" carwash (\$18 value) to every customer in exchange for a monetary donation to Joseph's Coat. Moo Moo also offered discounted retail gift cards with all proceeds donated back to Joseph's Coat. ChemQuest, Moo Moo's chemical supplier, also donated \$5,000.

Since 1998, Joseph's Coat has served Central Ohio by providing clothing, furniture and household goods to community members in need.

For more information visit moomoocarwash.com and josephscoat.org and expresswashconcepts.com

NCS ACQUIRES ZEP

National Carwash Solutions (NCS), Grimes, IA, has acquired Zep Vehicle Care (ZVC) from Zep, Inc., according to a company press release. The new legal entity will be NCS Vehicle Care, Inc.

ZVC's commercial carwash chemical offerings, marketed under Armor All Professional®, Blue Coral® and Rain-X®, completed NCS' existing products to provide customers a broad

selection of carwash chemicals. These products add to NCS' equipment and services offerings including MacNeil Wash Systems, Ryko Solutions, TSS and Vacutech. ZVC also brings its PurClean water management and reclamation equipment brand to the combined entity. "Our combined companies and teams allow us to provide carwash operators with a superior selection of chemicals, equipment and solutions to meet their consumers' needs. Joining forces will further enable us to provide carwash operators with an efficient and integrated sales and services experience to help them drive profitable growth," said Michael Gillen, CEO Of NCS.

Added Greg Heyer, Chief Commercial Officer of ZVC, "Our organizations are natural complementary fits and we're looking forward to delivering the exceptional end-to-end solutions our customers have come to expect." Gillen will continue to serve as CEO of NCS. Heyer will lead the ZVC business and executives at both companies will assume leadership positions across the organization. Berkshire Partners, an existing investor of NCS, is the majority owner of the newly combined company.

For more information visit ncswash.com and zepvehiclecare.com and berkshirepartners.com

AIR FRESHENER CAMPAIGN RAISES \$50,188

Express Wash Concepts (EWC), Columbus, OH, has donated \$50,188 to 38 Ohio-based community organizations, according to a company press release. The donations were collected as part of EWC's Fall Air Freshener Campaign in which customers could purchase a special edition air freshener for \$1, with 100 percent of collected proceeds donated back to the designated non-profits.

Non-profit partners were selected by team members at each wash. During the month-long campaign Moo Moo Express Car Wash, Flying Ace Express Car Wash, CLEAn Express Auto Wash and Meyers Auto Wash customers purchased the pumpkin spice scented air fresheners from an onsite team member or at the payment kiosk. As an added incentive, customers could scan a QR code on the back of the air freshener to enter for a chance to win Unlimited Washes for a Year.

Thirty eight non-profit partners and one "Free Washes for a Year" winner was randomly selected and announced per brand.

EWC operates 45 express carwashes in Central Ohio, Greater Dayton, Greater Cleveland, Greater Toledo, Pittsburgh and Virginia.

For more information visit expresswashconcepts.com

Look in the CCA Section of the magazine for the latest Splash Acquisitions!





BUILT

SMARTER &

STRONGER



Scan To View Our
2022 Product Catalog ▶



innovateITcarwash.com

Out of this World!

By Suzanne L Stansbury

The wash we are featuring in this issue's cover story is one literally like no other. It blends theme-park audio and visual entertainment with automotive vehicle care by using STEM and all six senses to create a one-of-a-kind immersive customer experience. It's the brainchild of the super creative and charismatic Bobby Willis, who has been washing cars in one fashion or another for nearly 30 years. Let's learn more about this mind-blowing wash from its creator.

Q. Bobby, anyone who "experienced" your presentation at the recent NRCC's Virtual Carwash Tour in Atlantic City is likely still shaking their head and may still be slightly green with envy. What an impressive and truly unique wash innovation you have with WashPlex in Newport News, VA. But before we dig into that model, and how it came to be, let's dig a little bit into you and how you came up with the concept!

Please share your journey into carwashing and then



WashPlex owner and imaginer, Bobby Willis, has been in the industry for 30 years. He considers himself a "Dedicated Carwash Ninja."

walk us from conception to reality (and reality finally happened during a Pandemic, I might add!) of WashPlex.

A: Thank you for the kind words and allowing me to share my story. I started out in the industry in equipment sales. My college roommate married a carwash equipment distributor's daughter and they dated all through college. I met the distributor early on.

After graduation he asked me if I was interested in a sales



Willis started out working with an architect on the wash's design, but soon discovered that his vision would be better communicated if he did the drawings himself. So he learned how to do that!





WashPlex features a new theme in its tunnel weekly. This one is called Alien Invasion.

position selling carwash equipment. I accepted and learned the industry from the ground up. I was involved in sales, service, installation, site analysis, chemical management, marketing, etc. He also owned and operated his own carwashes, so I experienced carwash operations as well. Fast forward from that position. I have held various roles with several carwash equipment manufacturers who allowed me to travel the world and learn the business from many great operators in the industry.

In 2003, I took that knowledge and opened my first carwash. I started pushing the boundaries back then and was trying many things that had not been done in the industry. Some failed and some were successful. I have always strived to bring innovation to our industry.

In 2014, I started devising the plan for WashPlex. I was working with a couple of investment groups out west who were finalizing plans for large-scale express exterior washes (over 200' in length). I was amazed by the sheer size and thrupt capacity of these locations. It now allowed for a carwash model that could compete with the drug store chains and large convenience store operators who were buying all of the premium real estate in different markets. As I do with everything, I started modeling a large-scale wash, inputting the data from what had already been done, and figured out how to raise the bar by five levels.

It took several years to finalize plans, get approvals, building permits, etc. Along the way, I was asked by many folks involved in the project, "You want to do what??" Mid-construction the Pandemic hits. Long story short, it doubled our construction time. It took 18 months from ground breaking to opening to the public.

Q. During your presentation you said that COVID actually helped you secure some of your automators who put together the amazing visuals your customers see when they ride though your wash. Tell us more and how it is a true family affair.

A: The Pandemic actually allowed me to secure Hollywood talent for my creative team. Several of my team members were working on Hollywood sets when the Pandemic hit. The Pandemic shut that entire industry down initially. They were originally from my area, so they moved back home to be closer to family. When they saw my ads listed for content creators, film editors, etc., they applied for the positions.

My son is a music producer and attends Berklee College of Music in Boston. He produces all of the background music and sound effects for our shows. I record all of the voiceovers. He has set up a recording studio in my office, which he remotes into when he is in Boston. He takes control of the computer and recording software remotely to record, and then mixes, masters, adds sound effects, etc. When he is finished, he uploads the files into our show server for the upcoming themes.

Q. Obviously, setting yourself apart is a huge driver in your model, but it must be more than that for you. Please explain.

A: I want the customer to have an amazing experience. If they are having a bad day, I want them to ride through the carwash and forget about the rest of the world for a few minutes and become a kid again.

Q. Tell us a little about the carwash technology you have throughout the wash. Can you also include # of vacs, tunnel length, key manufacturers (ICS, innovateIt, etc.)

A: We have a lot of proprietary equipment and systems in our wash. Many items were built specifically for us to help us succeed in what we were trying to accomplish.

The facility is a 250' express exterior wash with 26 vacuum stalls. Key manufactures who helped with the process are ICS, STI Conveyors, innovateIT and Carolina Pride. Daniel Mahafee with Quality Wash Solutions completed the equipment installation.

Continued ...

Out of this World! ... continued

Q. How much research did you do on the equipment and what is unique/proprietary to your wash?

A: I undergo an extensive evaluation of each component I use in the wash process. Many of the components we are using were built specifically for us and our application.

Q. Do you have a favorite piece of equipment?

A: My favorite piece of equipment is the one that is working, doing what it is supposed to do and not giving me any fits.

Q. Did you work with an architect on the wash design? If so, who?

A: I designed the building myself. I was working with an architect and he could not see my vision. I went out and purchased a software program, learned it and gave him renderings of what I wanted a week later. It made his job a whole lot easier.

Q. It's genius to have incorporated STEM into the wash model and to use that as a marketing tool. Tell us more.

A: One of the many things I picked up while consulting with investors is just how little the public really knows about the wash process. Most people are blown away at the complexity and process of properly washing a car. I decided to incorporate STEM into our marketing materials to give a behind-the-scenes look at what it takes to wash a car and educate our customers.



It's hard to believe you are riding through a carwash tunnel, but Willis' intent is to create a customer experience like no other.

Q. The video you did for the Virtual Tour was incredible and hilarious. Tell us about your marketing and what that budget looks like at WashPlex.

A: We have weekly marketing meetings to go over our marketing and advertising plans. We are fortunate to be able to complete all of our marketing materials inhouse. We even have the capacity to shoot and edit our own commercials right on site. Our budget is based on a certain percentage of our revenue.

SERGEANT SUDZ LLC

OUR STAFF INCLUDES

- Licensed & Insured Electricians
- Motor Control Specialists
- Panel Builders

CONTACT US

845-302-7272
SergeantSudz@gmail.com
www.SergeantSudz.com

OUR SERVICES INCLUDE

- New Installs
- Service
- Control Wiring
- Programming

Proudly Veteran Owned & Operated

Q. Tell us about your Cool Kid Zone on Saturday. I'm guessing it's a big hit with the younger crowd.

A: Kids love Cool Kid Zone. We developed the program so kids would really look forward to going to wash the car with mom and dad. We offer prizes and lots of other fun things for them every week based on the theme.

Q. You change your theme out weekly. How much time and creativity does that require? It's ambitious and costly, I'm thinking?

A: It actually is not a hard process to change the weekly theme. We build all of the themes in advance and upload them to our show servers. The creative team works on new shows throughout the week. They are constantly adding their materials to each week's show file. When it is time to switch the show, we press one button and every device on site auto populates to that week's theme.

Q. A few of your themes have been "Mad Science" and "Alien Invasion." What are some of the others and which one has been your favorite to date, and why?

A: We have had so many great themes. I personally like the themes that are cartoonish with lots of crazy sound effects. We try to incorporate holidays and time of year into the theme calendar. The circus, alien and Halloween themes have been huge hits.

Q. Do you ever re-use themes and if so, what is the rotation?

A: We will bring back themes that customers really enjoy. We do change them up a little if we reuse them.

Q. Tell us about where the Cool Wave wash name originated.

A: I grew up at the beach and have always enjoyed being on or around the water. When it was time to name my business, it was simple. I was going to build the coolest thing around and unleash the power of a wave. Cool Wave.



By changing up the themes and the visual elements, the wash can provide its customers with something different and unique while setting itself apart from the competition.

Q. When you selected the site for WashPlex, what were the required demographics, traffic count, etc.?

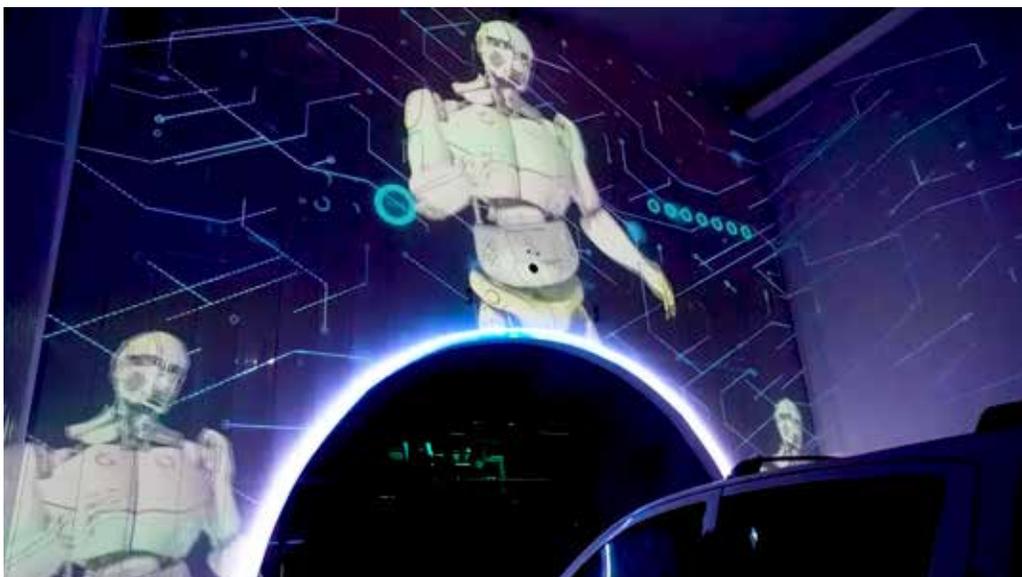
A: Find the best property in town with the highest traffic count, highest population density, easy access in and out, close to home, shopping, dining, etc. Build where others cannot.

Q. Obviously, WashPlex is a hugely successful site. Can you tell us how many cars you wash there and what kind of an investment you have put into this location?

A: I have not done my job if I do not wash every car on the road. I want to wash all of them. More than double the investment of a new express location.

Q. In addition to WashPlex, you have how many other sites in Virginia? Do you hope to retrofit those sites into the

Continued ...



Willis' intent is to create an easy in, easy out and amazing experience from start to finish. Mission accomplished!

Out of this World! ... continued

WashPlex model, and do you have a few other WashPlex's on the drawing board?

A: We have nine other locations. All of the locations are too small to fit the WashPlex model. WashPlex 2.0 is on the drawing boards.

Q. In doing your due diligence, you traveled the country visiting outstanding locations. What was the take-away from many of them that you incorporated into WashPlex?

A: Easy in, easy out and an amazing experience from start to finish. Customer service, knowledgeable, friendly staff and vacuums that suck the floor mats off of the floor.

Q. Have any of those operators come to visit you and what has been their reaction to your site?

A: We typically have visitors every week. Each operator finds something different they like. Most are in awe of the size of the facility.

Q. If you could describe yourself in a few words, what would those adjectives be?

A: Dedicated carwash ninja.

Q. You have created a truly unique carwash with your Cool Wave WashPlex model. I think lots of operators would like

“

I am a big kid who has never stepped outside of the dream.

- Bobby Willis

”

to copy the format but few, if any, can accomplish what you have done. Is it safe to say that you are a big kid whose dreams have come true?

A: I am a big kid who has never stepped outside of the dream.

Q. What's next for Bobby Willis and his brand?

A: Right now, I am going to go have a cup of coffee and we will see what my mind comes up with next. **NC**



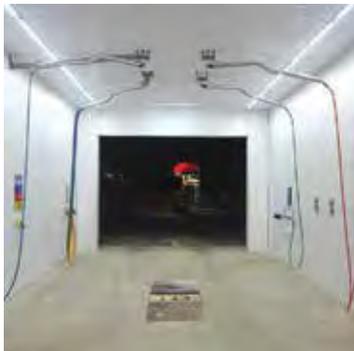
G&G
INDUSTRIAL LIGHTING
T: 800.285.6780 E: sales@ggled.net
www.ggled.net

CARWASH LIGHTING

Highly engineered LED lighting for corrosive, wet & dirty environments

🇺🇸 Made in the USA 🇺🇸

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





Etowah Valley Equipment

Designer, Manufacturer and Distributor of Professional Car Wash Equipment



EnduraJET
Platinum

EnduraJET
GOLD

EnduraJET
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 !
mei. **COINCO**

METER BOXES
Rotary or Push Button
Stock or Made to Order !

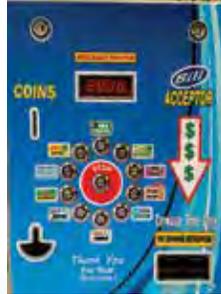
Ready to SHIP !
Vending Machines



\$ 2995 And Up

NEW FEATURES

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



Round Pattern



We Build
Quality



Inline Pattern

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

Stainless Steel BOOMS

Custom Lengths Available

180° - 360° - Z Type - Straight

Special - SS "Z" Boom - \$ 389

ETOWAH VALLEY EQUIPMENT, INC

47 Etowah Center Dr. - PO Box 1265

Etowah, NC 28729

888 920 2646

Etowahmfg.com

Sales@Etowahmfg.com

NRCC Attendee Numbers Break Record!

Despite COVID protocol, the Delta Variant and vendor downsizing due to staffing issues and illness, the 31st Northeast Regional Carwash Convention (NRCC), October 4-6, at the Atlantic City Convention Center, broke its 2019 attendee record, according to show Chairman, David DuGoff, with the Mid-Atlantic Carwash Association, this year's host. "Carwashers are just the best people in the world," said DuGoff. "It is in our DNA to want to share with others. We learn so much from each other and that is why we want so much to be together again. And that is what we saw at the 31st NRCC — record-breaking operator attendance!"

In addition to impressive attendance, 998 excluding vendors, more than 1,500 with vendors, the NRCC board elevated its educational lineup and secured high-profile presenter, former Governor Chris Christie, as its Keynote Speaker. "Governor Christie, a native of New Jersey, is candid and entertaining.



Megan O'Connor with Lewicky, O'Connor, Hunt & Meiser received the 2021 NRCC Guiding Light Award for her ability to lead and educate the Mid-Atlantic Carwash Association's membership during the darkest days of COVID-19. She was presented the award by MCA President Mike Ashley.



Cody Piel, with Hoffman Car Wash in Albany, NY, was awarded one of three Emerging Leader Awards for his strong leadership and industry service during the Award's Luncheon at the 2021 NRCC. MCA President Mike Ashley presented Piel with the honor.

The other two awards will be bestowed at the 2022 NRCC due to illness with the two recipients who were unable to attend at the time of the 2021 event.

Whether you like his politics or not, he provided us with a caliber of speaker we have not had in the past," said Suzanne Stansbury, NRCC board member and education track coordinator. "We were thrilled to have him at our event."

The NRCC was able to secure this level of speaker thanks to a generous co-sponsorship from innovatelt and Micrologic Associates. "I thought Governor Christie's comments were both insightful and inspiring for small business owners," said innovatelt President Ron Slone. Added Miguel Gonzalez, Micrologic President & CEO, "Governor Christie was a fantastic choice. For me, personally, it was a career highlight. His authenticity and energy resonated with the audience. My thanks to the NRCC for making this possible."

In addition to the Keynote, the education track included an unscripted Early Bird panel discussion on any and all topics relating to carwashing, a program on turning a difficult customer into a customer for life and a lively, candid discussion with some industry "Titans" on consolidation, transformation and the industry's bright future. That seminar included Sonny's Paul Fazio, Simoniz USA's Bill Gorra, Hoffman Car



College Park's Dave DuGoff, MCA Past President, was the event's Chairman. The MCA was the 2021 host association.



Presenter David Melhorn with Kleen Mist Car Wash in Shamokin Dan, PA, taught attendees "How to Turn a Difficult Customer Into a Customer for Life."



Former Gov. Chris Christie, the 2021 NRCC Keynote Speaker, takes a moment to autograph his book, "Let Me Finish" for Dave DuGoff (far right). Also pictured is Keynote Sponsor Miguel Gonzalez of Micrologic Associates (left) and MCA President Mike Ashley. The Atlantic City Convention Center AV specialist, Steve Jost, is in the background hard at work.

Wash's Tom Hoffman Jr., Amplify Car Wash Advisor's Bill Martin and International Carwash Association's Eric Wulf. Unfortunately, due to illness, Big Ass Fans founder Carey Smith was unable to attend. We hope, however, that he will be on the 2022 education track!

Another change to the 2021 show was the expansion of the Welcome Reception sponsored by ICS. "We really wanted to make it all-inclusive and a true networking event so we opened it up to every single attendee, no matter if they just came to walk the floor or purchased a full convention pass," said Stansbury. "It turned out to be a perfect ending to the first day of the trade show featuring Jersey snacks and beverages."

The NRCC board also opted to change hotel venues and move back to the iconic Atlantic City boardwalk and call the newly-renovated Hard Rock Hotel & Casino home for the next several years.

The 32nd NRCC is slated for September 19-21. For attendee and exhibitor registration information visit nrcshow.com, email info@nrcshow.com or call 800/868-8590. The 2022 show is hosted by the New England Carwash Association with Dave Ellard and John Shalbey Jr. as co-chairmen. "We have some terrific additions to our educational lineup on tap for the 2022 NRCC," said Shalbey Jr. "We always strive to push the bar a little higher with each show."

Continued ...

NECA's John Shalbey, Jr. moderated the Wednesday seminar titled "Industry Titans Talk Consolidation, Transformation & A Bright Future."



The seminars were packed with attendees eager to reconnect and engage after the cancellation of the 2020 show due to the Pandemic.

Some Candids with NRCC Keynoter Gov. Chris Christie



The NRCC board was excited to promote this year's high-profile Keynote Speaker.



Ron Slone, of Hoffman Car Wash and innovatelt, was instrumental in securing this year's Keynote Speaker, Gov. Chris Christie.



Ben DuGoff, who oversees the NRCC's social media, was thrilled to be able to meet Governor Christie.



innovatelt's Tom Hoffman Jr. with the 2021 Keynote Speaker. innovatelt was one of this year's Keynote sponsors.



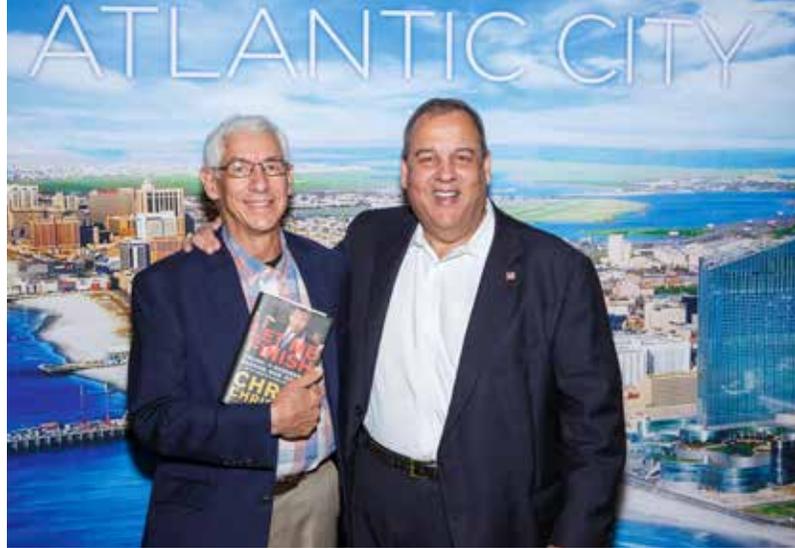
Hoffman Car Wash's Walt Hartl and Gov. Chris Christie.



A long-time Christie supporter, Conte's Car Wash owner, Mike Conte was pleased to get the opportunity to catch up with the Governor.



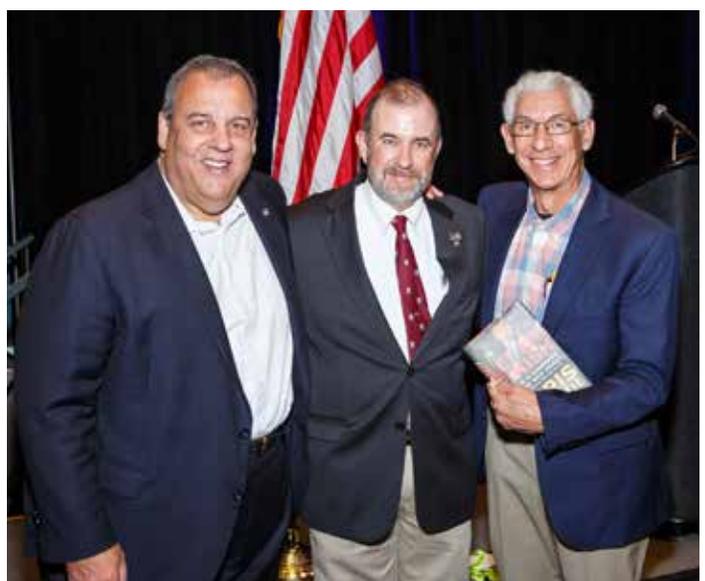
Former CWONJ Executive Director, Linda Feriod, volunteered her time to help with this year's show. She took a few moments out of her duties at registration to meet the Governor.



Chairman Dave DuGoff was able to get the Governor to sign a book he later presented to NRCC board member, and Christie fan girl, Suzanne Stansbury. (Thanks so much Dave!!!!)



Micrologic's Miguel Gonzalez, one of the Keynote Speaker sponsors, was thrilled with the event and presentation by Gov. Christie.



Governor Christie is pictured with MCA President Mike Ashley and Past President Dave DuGoff.



The Governor struck a striking pose with CWONJ President Dino Nicoletta.



The Moo Moo contingent was able to grab a photo with Keynote Speaker Former Governor Chris Christie.

NRCC Attendee Numbers Break Record! ... continued



Cross Insurance's Meeghan Sheckler made her NRCC show debut as a new vendor.

Huron Valley Sales Rick Metz and Doug Deal.



The Car Wash King made the trip to the 2021 NRCC from Port Richey, FL.



The team from Styles: Doug Easterly, sales, Anthony McGugan, Service Director, Marcella Reinhart, owner, and Randall Szmanesky, Director of Sales-Coleman Hanna.



Despite a lingering Pandemic, the first day of the show drew approximately 1000 owner/operators to the Atlantic City Convention Center.



A HUGE thanks to the 2021 NRCC Sponsors!



Team Simoniz USA strikes a pose for their annual photo op.





A special thanks to innovatelt and Micrologic who were the 2021 Keynote Speaker sponsors.



Chris and Mark Kubarek of K & S Car Wash in Auburn, NY, never miss a show.

About the NRCC

The Northeast Regional Carwash Convention (NRCC) is an alliance of volunteers from five East Coast carwash associations: the Car Wash Operators of New Jersey (CWONJ), Connecticut Carwash Association (CCA), Mid-Atlantic Carwash Association (MCA), New England Carwash Association (NECA) and New York State Car Wash Association (NYSCWA). The event is held annually in the fall and includes a trade show floor and educational programming geared toward carwash owner/operators. The first NRCC was held in 1989 in Newport, RI. **NC**

Team Hoffman Car Wash struck a quick group pose after the Award's Luncheon concluded.



Due to New Jersey COVID protocol in state-run facilities, the 2021 NRCC required all attendees to wear a mask. Amplify Car Wash Advisors stepped up to the plate to sponsor the effort.

SBA vs. Conventional Loan Options

By Michael Ford

Businesses looking for funding opportunities have a wide range of financing options to choose from. Whether a borrower is looking for a conventional loan (no government guarantee) or a loan backed by the Small Business Administration (SBA), they'll have to weigh the pros and cons of each to determine which is best suited for the business. When that time comes, it's important to remember that not all loans are created equal. Depending on the use of loan proceeds, time in business, credit history, down payment, and other factors, certain options may suit the applicant's financial needs better than others. The first step is deciding whether to apply for a conventional business loan or an SBA loan. Below are some key items to help in that determination.

Government Guarantee

The primary difference between a conventional loan and an SBA loan is that the SBA loan is guaranteed by the government. In an effort to make more loans available to small businesses, the SBA will guarantee the lender a certain percentage of the loan in the event that a business defaults on the loan. The SBA guarantee can range from 50 percent to 85 percent of the loan amount. If there is a default, the lender will recoup minimally the amount of the guarantee and probably more when the collateral is liquidated. With a conventional loan, the lender carries 100 percent of the risk if a business defaults on the loan.

Use of Proceeds

SBA loans tend to be more flexible due to the backing of the SBA. This allows financial institutions to offer borrowers more flexible loan structures, including multiple uses of proceeds. For example, with an SBA 7(a) loan, in addition to financing hard costs like land, building and equipment, borrowers can get funding for working capital, interest during construction, closing costs and other soft costs (architecture, engineering, permits, impact fees, franchise fees). In conventional financing, the terms are generally shorter and the items financed can be limited to hard collateral (land, building and equipment). The exception to this is a conventional line of credit that can be used for just about any business purpose.

Time in Business

SBA loans are especially useful for start-ups and for businesses that have not shown significant profitability. For new operators or owners who are looking to convert an underperforming site, the SBA can be the ideal option. This is because SBA loans can be based on pure projected revenue and do not have to rely on historical cash flow.

Most conventional lenders will want to see historical cash

flow to support the debt before approving a loan. This can be fine for existing operators with strong cash flow. However, both new and existing operators may want a loan type that can primarily be based on projected income.

Credit History

Personal and business credit history are important when it comes to business lending. In both conventional and SBA loans, how a person has paid their past debt will factor into the credit decision, rate, term and down payment. In general, unless a borrower with past credit dings is looking for a high-rate hard money conventional loan, the SBA can be more forgiving when it comes to credit history. If the explanations of past derogatory marks on the credit are reasonable, the SBA can be an option.

The exception to this is when an applicant has not paid other government guaranteed debt. If the government has incurred a loss on a previous loan, the applicant will most likely not be eligible for an SBA loan. This includes losses incurred for student loans and personal residential real estate loans that were financed under government-backed programs.

Down Payment

Typically, SBA loans can offer business owners higher loan amounts than conventional loans. The SBA 7(a) loan offers financing up to 90 percent of project costs. The SBA 504 program finances 80 to 85 percent for carwash owners. This means borrowers can obtain financing through the SBA with as little as 10 to 15 percent down.

Generally, the Loan-to-Cost (LTC) for conventional loans is less than the SBA backed loans. The typical LTC for a conventional loan can range from 50 to 75 percent (sometimes higher), therefore increasing the amount down from the borrower. The reason for the higher down payment for conventional loans goes back to the federal guarantee. The conventional lender is relying on the value of the underlying asset for repayment in the event of a failure. The SBA lender has the knowledge that the Small Business Administration will cover a large portion of the loan in the event of a default.

The lower down payment with SBA lending creates more opportunities for borrowers. It keeps more money in the carwash owner's pocket to operate the business and fund future growth. On the other side, the higher loan amount means larger monthly payments.

Other Factors

Other factors that make a difference in the choice of loan type are loan terms/amortization, application process and loan amount. Regardless if the applicant is a new or existing

business owner, these factors can play a large role in the decision of conventional versus SBA.

Loan Terms - Fully Amortizing

A fully amortizing loan is a type of loan that is completely paid off by the end of its term. SBA loans have fully amortizing loan terms. That means the loan does not have to be renewed every couple of years and does not have a balloon payment. Many conventional business loans have renewals or balloon payments.

A renewal is a process where the borrower provides financial and other information to the lender. The lender evaluates the request and decides whether to extend the terms of the loan or call the loan due. If they call the loan due, they will require a balloon payment. A balloon payment is a lump sum paid at the end of a loan term for the remaining principal balance.

An example of this would be a conventional loan with a 5-year term with a 20-year amortization. Because the payments are based on a 20-year repayment, at the end of the initial five-year term the loan would have a large principal balance. If the lender did not renew the loan, that principal balance would be due in the form of a balloon payment.

Overall, SBA loans can be less risky to the borrower when it comes to the uncertainty of being granted a renewal. Most conventional real estate loans are not fully amortizing. However, most conventional equipment loans are fully amortizing. Having a loan structured to be fully amortized with no balloon payments is greatly preferred, especially in times of economic instability.

The Application Process

The application process for conventional loans differs from SBA loans. In most cases, there is more paperwork required for SBA loans to satisfy the SBA's underwriting and closing requirements. The shorter application process favor conventional loans. If a borrower needs to close quickly, conventional is definitely preferred.

Loan Amount

For existing operators looking to finance smaller items (like equipment), the conventional loan process can be much easier. In fact, in some cases operators can finance reasonably large amounts with just a single-page credit application. The amount of the loan can dictate the direction.

Just like in life, when deciding on a loan type, there are tradeoffs with whatever decision is made. Generally, conventional loans have an easier application process, can fund quicker and have underwriting that is better suited for an established business. In most cases, SBA loans require less down, are fully amortizing and can be a good option for both start-ups and existing businesses.

NC

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



Michael Ford

Platinum By General Pump Emperor Series

- Nickel-plated, stainless steel manifold
- Nickel-plated crankcase
- Direct replacement for Cat 5CP2140, 310 & 5CP2120 Pumps
- Run dry / high-temp
- Perfect for self-serve / prep applications
- Cat 310/5CP stainless steel rail conversion kits

The "NEW" Leader of the Self-Serve Market!

www.generalpump.com
888-474-5487

General Pump is a member of The Interpump Group, the world leader in plunger pumps.

Energizing Your Winter Marketing Plan

By Beth Martin

Winter can be viewed as our industry’s Super Bowl — an event that we have prepared for all year long. For many of us, our playbook includes everything from winterizing wash equipment, adding extra services to wash packages, to outfitting our Team Members with appropriate cold-weather gear. Our Team Members orchestrate a set of finely tuned plays, our stadium is an immaculate building with finely tuned wash tunnels, our fans (hopefully raving!) are our customers who make the conscious effort to support us over the competitor down the street.

Show time begins as we welcome increased volume brought about by snow and ice events. But have we truly thought through “winterizing” our marketing plans? While likely not to the scope of a multi-million dollar Super Bowl television ad, there are many ways to amplify winter marketing to both Unlimited Wash Club Members and retail washers. I’ve compiled some tips.

Develop A Game Plan

Winter is the perfect time to educate our customers on the importance of professional carwashing to eliminate salt, dirt and debris to ensure vehicle safety and longevity. While you should never go the route of solely promoting scare tactics, marketing campaigns should address road salt and its potential to damage a car’s finish, promote rust and affect overall vehicle mechanics.

Think about ways to visually represent how road salt damages vehicles — in the obvious places like car doors, fenders or on the hood — but also demonstrate the non-obvious places such as underbody of a car. Capitalize on underbody and wheel packages and how

regular washing throughout the winter months helps prevent accelerated oxidation that could lead to serious problems with your brake lines, mufflers or tires.

Don’t Sideline Onsite Signage

It is easy to become desensitized to the shape of onsite signage, but it’s important before winter arrives to review all current signage and update/replace as necessary. Faded and worn-out signage should be updated and bright colors and crisp graphics will stand out against a dull, drab winter landscape.

Update stale and repetitive messaging and add in seasonal messages which educate customers on the benefits of increased washing throughout the winter. Remember to promote the added benefits of products such as ceramic and sealants, and if offered as upgrades give the “Why.”



Update onsite signage (including digital menus!) to include seasonal messages.

Teamwork Makes the Dream Work

Just like an onsite signage refresh, your Team Members need to go through a seasonal training refresh if you are selling Unlimited Wash Club Memberships onsite. A seasonal training “playbook” should include short, bulleted educational pitch points surrounding the importance of regular wash-



Curbside team camaraderie and a little winter fun can help bring customers into the wash.



Clintonville Moo, open and ready for customers after a snow fall.

ing throughout the winter to protect what for many is their largest investment.

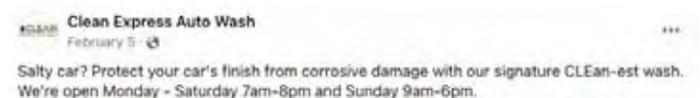
Stress that the undercarriage is one of the most important areas to care for, particularly throughout the winter months, and that it holds many of the important components that make your car run. Even more simply put, eliminating salt, dirt and debris is essential to a vehicle's long life.

Since most teams thrive on friendly competition, consider adding in a sales contest to encourage Team Members to sell Unlimited Wash Club memberships. Set a site goal, keep an ongoing tally per individual, and incentivize top performers with prizes that could include cash, gift cards, premium cold weather gear (think heated vests!) to even a grand prize weekend getaway to somewhere WARM (Florida in January sounds pretty good).

Online Hail Mary?

Targeted digital advertising continues to be one of the easiest and fastest marketing tools available, with the added bonus of measurable data to determine its effectiveness. Create several ad sets in advance detailing the benefits of washing post a snow or ice event, for example, and have them ready to easily turn on a day or two after these inevitable weather events occur. For multi-unit operators, consider a Google ads campaign to draw

Use social media posts to educate on the benefits of regular washing throughout the winter season.



“

One of the easiest mistakes we can make when it comes to marketing is to keep most, if not all, of our focus on attracting new customers while ignoring our current customers.

”

ad dollars are being delivered to those customers and potential customers near your location.

Avoid Punting Member Communication

One of the easiest mistakes we can make when it comes to marketing is to keep most, if not all, of our focus on attracting new customers while ignoring our current customers. It's absolutely imperative to focus a major piece of our marketing efforts on existing Unlimited Wash Club members and customers.

Periodically check in via text or email campaigns with your current customers encouraging them to visit the wash and once again reinforce the benefits to their vehicles from frequent winter washing. Segment out your customer database if you have access to data on those Members who are already washing frequently, so that you can provide a more targeted message.

Consider running a winter promotion where existing Members can add a second vehicle for a discounted price, or roll out a family plan discount for multi-vehicle households. Another popular Member-related promotion is a “Refer-a-Friend” option, in which the current Member receives a nominal discount off their monthly plan for their referral.

Turn it Up

An avid football fan will likely consume game content across multiple media platforms — whether it be watching the game on television, listening to it on the radio while driving, to checking the latest scores on Twitter. Our carwash customers are no different, so we need to make sure that we are marketing across multiple channels as well to achieve marketing success.

Digital, social, direct mail, radio and television are all important channels to consider when creating marketing campaigns to enhance overall brand awareness while boosting sales. If you don't quite have the budget for the traditionally higher dollar outlets, then it's time to get creative! Invite local television crews out to do a behind-the-scenes tour of the wash (pitch educational aspect of why it's important to wash in the

Continued ...

winter). Partner with a local radio station and provide in-kind trade donations that they can use for on-air promotions. Host a local Yelp Influencers event and provide free carwashes in exchange for word-of-mouth advertising and the potential to increase positive review feedback.

Strong to the Finish

Another recommendation for a highly effective, low-budget marketing initiative that will drive traffic to your wash is to research nearby high-density residential neighborhoods and multi-unit housing developments. These concentrated areas can be the perfect audience to experiment with targeted promotions, whether it be geofenced ads, direct mail pieces, or door-to-door flyers. Remember the key is to educate consumers on the importance of regular washing throughout the winter, let them know you're conveniently located in their backyard, and finally add in an offer with a timely expiration date.

Leave Nothing

A final piece of a winning winter marketing strategy is to check the overall health of your website and online pres-

ence. Is your website up to date? Is it friendly to navigate? Are all hours and links up to date? Can you easily purchase retail washes and Club Memberships on your website? Are your listings complete and up to date on top listing platforms such as Google, Yelp and Facebook?

Play Hard, Smart & Together

Our onsite goal should be to provide our customers with a perfectly executed "Super Bowl" wash experience each time they visit this winter — and that begins with a fine-tuned marketing strategy that starts before our customers even step onto the field — aka wash. By identifying, performing, reviewing and running interference on a specialized winter marketing strategy, we can be well on our way to victory. **NC**

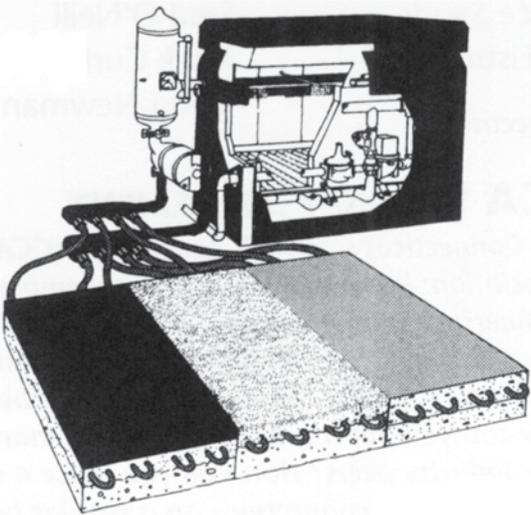


Beth Martin is the Vice President of Marketing at Express Wash Concepts, the 60+ location parent company of Central Ohio-based Moo Moo Express Car Wash, Dayton Ohio-based Flying Ace Express Car Wash, Cleveland Ohio and Pittsburgh, Pennsylvania-based CLEAn Express Auto Wash, Toledo Ohio-based Meyers Auto Wash and Virginia-based Green Clean Express Auto Wash.

Beth Martin



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.



- ◆ 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.



TRUSTED QUALITY SINCE 1921
RUST-OLEUM
CERTIFIED PROTECTION



**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
SYSTEMS

PROFESSIONAL CAR CARE PRODUCTS

BLENDCO.COM ◆ 1.800.466.2091

“Two-Step” Your Way to Transforming Customer Relationships

By JoAnna Brandi

We all know what we have to do to create the positive customer experiences and long-term loyalty our organizations depend on, right? We've been to the trainings, read the books, attended the staff meetings and have a pretty good idea of the changes we need to make for better performance.

But do we DO IT? Do we create the changes necessary to reach the goals we desire? There are inevitable changes that happen to and around us; our children grow up, we get promoted at work, the weather goes from bright and balmy to cloudy-soggy (especially on the Florida coastline where I live). We respond to these changes, grow into them, learn to make the best of the ones that are tough and to laugh at the rained-on picnics and wash days.

But how much change in our lives comes from our own conscious choices and commitments? How many positive aspects of your work and home life are the direct results of your own perseverance and creative efforts?

Let's face it, you've got to “do the do.” Or as Mahatma Gandhi more eloquently put it, “You must be the change you wish to see in the world.”

Sounds simple, but most people get stuck on the “doing” part of obtaining what they desire. Just look at all the people who never start (or never finish) weight-loss programs. (Yes, me too!) Or who complain endlessly about problems they never get around to fixing. And how about those who supposedly want to get better at their jobs — say, providing customer care — but pay more attention to distractions instead (cell phone apps, office dramas, an issue at home).

The question is, how can you create the habit of your choosing to improve your customer care and leadership skills, (by becoming more attentive, patient, trustworthy, proactive, respectful, appreciative...) instead of getting caught in a whirlwind of reactions to external circumstances (a customer's bad attitude, an employee's laziness, low customer satisfaction scores)?

The answer is that you do what all “Masters of Change” do, and you initiate an ongoing dance of decisions and doing. It starts with a decision — a clear and firm choice — to do something differently in some area of your life or business. Perhaps you would like to have a better relationship with someone at the wash or in your industry, or learn to listen to your customers and employees

with both ears, or see the positive side of a negative situation.

Now you're ready to DO something about your decision, and here's what you do: Take a single step in the direction of your goal. Then reconnect with your decision, and then take another single step in the right direction. It's like a simple two-step dance.

Decide, then do.

Decide, then do.

Repeat as often as necessary to achieve a victory, no matter how small.

If it's improved customer relationships you've decided you want, then listen openly without assumptions, blame or judgment, speak the truth clearly,

concisely and from your heart, and hold your customers in the highest regard.

Decide, then do.

Decide, then do.

Tweak as necessary, and repeat 'til complete.

It doesn't matter if you're not a good “dancer,” if your steps aren't as graceful as you'd like or if you find yourself wandering off track. Just take a deep breath, reconnect with your decision, and look for a way to take one step toward that decision. Remember that if you're not taking conscious steps toward your goals, then by default you are stepping away from them.

Keep up the two-step toward the change you're making until it becomes second nature. At that point, you own it; you don't have to think so much about it anymore because you just DO it. (In fact, you will eventually become known for doing things that great way you do them!)

When you get to where you're going, acknowledge your accomplishment not just in words (“I did it!”) but in emotions as well (happiness, pride, relief, joy). It's a celebration in intellect and emotion — so important in everything you do.

Even better, jot down your accomplishment and your thoughts and feelings about it. (It's a great remembrance to have on hand for times when you don't feel like “dancing.”)

Share your accomplishments with others and allow yourself to feel the joy others take in you and what you do. One of Positive Psychology's “evidence-based” exercises for increasing happiness is the “3 Good Things and Why” practice of writing and/or sharing three good things that happened that day and why. Over time you are retraining your brain to sort for the “good stuff,” and you will begin to see more of it. What you focus on expands.

“

“You must be the change you wish to see in the world.”

- Mahatma Gandhi

”

Then it's time to think about what change you intend to make next, what new goal you are willing to dance toward. Reinitiate your two-step by deciding exactly what it will be, and then taking a step toward it.

Decide, then do.

Decide, then do.

Tweak as necessary, and repeat 'til complete.

Dance like your customers are watching and your business depends upon it, because they are and it does.

Dancing my own two-step beside you.

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 and PositiveLeadershipCoach.com and if you are interested in her online leadership course, "The Practice of Positive Leadership" you can sign up at PositiveEnergizer.com ©2021 JoAnna Brandi - ReturnOnHappiness.com, PositiveEnergizer.com



JoAnna Brandi



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

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.

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

Call for info - 561 - 279 - 0027

And discover more at www.ReturnOnHappiness.com



Cold & Snow? Pollen, YES, Rain, NO!!!!

By Doug Rieck

I believe, as most of us do, that more so than in many other industries the carwash industry is affected by local and regional weather. This seems obvious and simple, but it is not. Living in the Northeast, I have spent most of my career in carwashing preaching and believing that winter is our primary season. That's when we do those magic volume numbers that are coveted. As a further corollary, I was told by an old hand in our industry in my first year that there is a carwash "Belt" of high-volume running from Detroit through upstate New York, and ending in Boston. When you look at a map, you see a lot of water and the old manufacturing population centers. Think cold and lake effect snow and eventually the cold North Atlantic. Yes, snow, cold and ice can bring volume spikes and there certainly can be golden days for most of us in the Northeast.

I live on a coastal barrier island and my washes are on the seacoast. Yes, it can and does snow here. Normally, not much though. I do have some great past snow pictures of two-foot drifts on the Island. The media says that global warming is coming. I guess that means less snow, perhaps. Your choice on your beliefs. What is real is that there are many successful carwashes in this country and snow does not even enter into the picture. Please don't get me wrong, if this is a Jersey Shore snow winter, I'll be singing the praises of salted roads and snow. I just don't expect it.

This year the La Niña has come back as it did last winter. I have been looking at all the long-range forecasts for this winter and the universal theme seems to be that there is no clear-cut answer. Perhaps in other parts of the country the forecast is more definitive. Here in New Jersey, what we see is what we will get.

In looking at past weather as compared to norms, this year has been wetter in the Northeast. I think a universal indicator for all of us in the Northeast is the Central Park (New York City) weather station reports. The average rainfall from January 1 to November 15 is normally 43 inches. This year it was 58 inches. I believe that many of us can agree that this has been a really wet year. This rain surplus area as a pattern seemed to center around New York City and extend into Connecticut and down into New Jersey and Pennsylvania.

I have been looking through weather stats for a number of cities and there can be quite a difference. The first stat to look at is average annual precipitation, the second is average annual cloudy days, and a third is how the cloudy, rainy days are distributed. If it is cloudy or rainy customers wash much less.

In New York City, the average annual precip is 49.9 inches, there are an average of 122 cloudy days and these cloudy and rainy days are spread over eight months from November to May.

In Orlando, FL, there is an average annual precipitation of 50.7 inches. There are 117 cloudy, rainy days. The Orlando

cloudy, rainy days are spread from July until September, only four months.

I am ignoring temperature completely. I would rather wash cars in Orlando because I'm more likely to wash more cars because the opportunity is better. In retrospect, Walt Disney was pretty smart in selecting his location — more sunny days.

Pollen is a universal and consistent driver of carwash volume, at least in the Northeast. Depending on weather-induced variance it can be a very large factor in the second quarter. Rain and cloudy days are always a year-long negative. Two of my carwashes are coastline, meaning the bay is under a half-mile away. Another carwash is about 45 miles west on the other side of the Pine Barrens. That location ends up with more sun and fewer clouds. Many days I am washing inland and clouded up at the other two shore locations.

NRCC Doesn't Disappoint

This year the Northeast Regional Carwash Convention (NRCC) was great. The show floor was again at the Atlantic City Convention Center (ACCC). The host hotel is now the Hard Rock Hotel & Casino. This is the old Trump Taj Mahal which was gutted and rebuilt in its entirety. I miss the Borgata, but being on the Boardwalk again opens up the city and for our inland visitors the Atlantic Ocean is right out their window.

The show floor had a few surprises. The primary one was the vendors who were offering carwash marketing services. There was a range of services and differences in how it was done. The days of a newspaper ad or a coupon have been supplemented or replaced by digitally-driven marketing. I'm not going to attempt to describe the variations and means as it's much too complex. In the past Pandemic year, Wash Clubs have continued to increase in value to carwash operators. Our suppliers have continued to consolidate. And thankfully, the equipment has continued to improve.

Our Keynote Speaker was Gov. Chris Christie. He was excellent and timely in his message. As a New Jersey resident, I remember with respect what he did for us after Hurricane Sandy hit in 2012. Myself and my family, along with many others, lost our houses in that storm. This was a very satisfying show in all respects.

Have a great traditional Northeast carwash winter. Snow and salt and dirty cars for all, but let's ease up on the rain!

NC

Doug Rieck operates Magic Wash in Manahawkin, NJ, and is the Immediate Past President of the Car Wash Operators of New Jersey. You can reach him at 609/597-SUDS or dougrieck@gmail.com



Doug Rieck



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



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

More or Less?

By Gary Sokoloski

That age-old question, which is better, More or Less? As with everything we deal with on a day-to-day basis it depends on what you are talking about. More profits and fewer breakdowns. More customers with fewer complaints? What is the happy medium in your work life balance? It seems like we are always

at the extremes and can never really find that exactly right spot in our daily lives.

Now that we are in our “new normal” it seems like all we have is more work, more responsibilities, more pressure. This goes along with less help, less flexibility, and less material in which to get everything done. It does not seem

to make a difference what side of the supply chain issue you are on; everyone wants more and we have less in which to get it done.

We need more parts and more supplies to get all of the work we have done. Most of us are really struggling with less inventory and less availability of the items we need. As a distributor, with a focus on new equipment installations, we always walk that fine line between more or less help. If we bring too many resources to a job site we get ahead of the other contractors, and it leads to having to leave a project and then come back once the others have caught up. This is always the worst practice since projects like building carwashes need constant supervision and leaving a “To Do” list seems to always lead to mistakes. If we do not have enough people on a job site, we will slow down the project and cause a delay in the opening of a new business which is unacceptable as well. That fine line between More or Less seems to be getting blurred and most customers are settling with whatever they can get. Seems like the days of no excuses have become the times of any excuse will do. While these days will change for the better, sooner than later, it is an interesting test of our practices and procedures that will get us through these difficult times.

While we all try our hardest to make every project run smoothly and seamlessly, it gets harder when the products you need are sitting on a ship off the coast of California, or stuck in a stockyard waiting to be sifted through and delivered to their destination. And these are for the things we can still get. The list of products we just cross off our list and find an alternate for is getting bigger and bigger. Our shelves are full of containers that used to have part number 123 on them that now are scratched out and have part number 456 because that is the closest match or fit we could

Continued on page 45 ...

COLEMAN HANNA
CARWASH SYSTEMS LLC
AN OTHMANHANN COLEMAN COMPANY

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

STAINLESS STEEL

INDUSTRY INNOVATION

THE POSITRACK

HEAVY DUTY STEEL BELT CONVEYOR

“THE BEAST” BY HANNA

FEATURES:

- Plated chain
- Large heavy duty sprocket
- Easy loading and off loading from Positrack conveyor
- Stainless Steel drip pans to channel the mud and water toward the drain
- 2” tall UHMW hockey puck to push the vehicle off the conveyor
- Designed to fit existing 21” deep conveyor pit subject to certain specification
- Less maintenance than a plastic belt conveyor since the vehicle is not being dragged by a plastic belt on a wear plate

www.ColemanHanna.com

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

[@ColemanHannaCarwash](#) [Coleman Hanna Carwash Systems LLC](#) [Coleman Hanna Carwash Systems LLC](#) [colemanhannacw](#) [@ColemanHannaCW](#)

**The #1 Advisors of
Car Wash Chains Nationwide**
Mergers & Acquisitions, Capital Advisory

**AMPLIFY
YOUR
WEALTH**

**We Help Car Wash Owners
SELL, PARTNER, & GROW**

WHERE DO YOU RANK?

*The Largest U.S. Conveyor Car
Wash Chains Ranked by
Number of Locations*

TOP 100
CONVEYOR CAR WASHES

TOP100CARWASHES.COM

CAR WASHES WE'VE SERVED

Mister

**Quick Quack
CAR WASH**

**FRANCIS & SONS
CAR WASH**

**QUICK N CLEAN
Car Washes
Fast & Easy**

**Mammoth
Holdings**

**Mod
Wash**

Driven Brands

**TRUE BLUE
CARWASH**

**Splash
CAR WASH**

**GO
CARWASH**

**ZIP
CAR WASH**

**CARMEL
CAR WASH**

**COBBLESTONE
AUTO SPA**

CLEANFREAK

Car Wash & Detail

**WHITEWATER
EXPRESS
CAR WASH**

**Express
CAR WASH**

**METRO
CARWASH**

**Ducky's
EXPRESS**

WATERSHED

OCEAN BLUE

**SuperStar
CAR WASH**

**TOMMY'S
EXPRESS**

**PureMagic
CARWASH**

**Extreme Clean
CAR WASH**

**BLUE GUANA
CAR WASH**

**WOW
CARWASH**

To get you the most value, we use a competitive bid process and position you with options for when you're ready to sell, partner, or grow.

**GET A COMPLIMENTARY VALUATION
TO DISCOVER ALL YOUR OPTIONS.**

AMPLIFYWASH.COM/SELL



AMPLIFY
CAR WASH ADVISORS

480.581.1000 CALL OR FIND US ONLINE INFO@AMPLIFYWASH.COM AMPLIFYWASH.COM

Dear Venus and Mars,

What will be your biggest challenge as you begin the winter washing season?



Mackenzie Weekes Wilock

Venus Says

We work all summer to prepare for a busy winter washing season. As we all know getting ready for a winter of washing is nerve-racking, but very exciting. Most winters in Upstate New York can be brutal, but that's when we

thrive! Besides worrying about employees, equipment downtime, wash quality, a wild customer, or the new COVID variant, Mother Nature is by far our biggest challenge.

Obviously, we don't have any control over her. I wish it would snow every Monday so I can enjoy my wine while my dad and brother plow the locations, and then be cold and dry for the rest of the week but that's certainly not reality. We only get a couple of those perfect wash weeks, making those weeks even better when we get them! Thank God for unlimited memberships.

And we work hard all year long to push our unlimited memberships. If it's raining, snowing or sunny we still have unlimited money coming in which really helps when Mother Nature is not cooperating. Although we will never be able to control her, we can control growing our unlimited memberships.

I hope we all get a ton of those perfect washing weeks this winter. Happy washing everyone!

NC

Mars Says

The winter washing season is always the toughest in the Northeast. The cold temperatures, high winds and salt put a lot of strain on the machinery. Regular maintenance is always of the utmost importance, but during this time of year even more so.

Our biggest challenge this time of year is keeping all of our equipment operational. The extreme cold temperatures along with the heat constantly blowing inside can make hoses and other materials dry out and become brittle. We see a lot more air, water and soap lines bursting in the winter due to this.

It is important to do daily maintenance checks every morning before opening to look and listen for these leaks. Before a hose burst you can usually see a small pinhole with a little water shooting out. Air leaks also start small but these you can hear.

The salt and sand coming off of the cars can build up on the tunnel floor and get into the track quickly. It is important to clean the tunnel floor and conveyer trough at least weekly, and maybe more often, in the winter. In the past, we have had sand build up so high under our rocker brushes that when spinning the sand was getting caught on the cloth and marring the paint on cars. Also, all that sand in the track will create more friction between the rollers and the track causing both to wear faster.

The positive side of things in the winter is that it can get very busy with record-breaking daily wash counts. However, these busy days combined with the extreme elements can really take its toll on your tunnel. Electric motors can overheat, and gear boxes see additional strain with the nonstop use. I like to keep spare parts on the shelf to ensure quick repairs. This is even more important this year with supply shortages and shipping issues. It's never good to have a piece of equipment down. But even more so when the cars are covered in salt and the conveyer is moving fast.

In short, tunnel maintenance is important any time of the year. But in the Northeast during the winter keeping the tunnel 100 percent operational is by far our biggest challenge. Keep up on your preventative maintenance, clean regularly and have plenty of spare parts on hand.

NC



Paul Vallario

Venus and Mars, aka Mackenzie Weekes Wilock and Paul Vallario, are carwash industry veterans. Mackenzie Weekes Wilock operates Spritz Car Wash with Peter Rosenberg and Steve and Sebastien Weekes. The company is based in Clifton Park, NY. Spritz operates seven carwash locations with express exterior tunnels, touch-free bays, self-serve bays and a coin laundry. You can reach Mackenzie at weekmac@gmail.com. Paul Vallario operates Westbury Personal Touch Car Wash in East Northport, NY, and is the President of Urban Avenue Carwash Distributors and Consulting. Both are New York State Car Wash Association board members. 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

Gary's Tech Tips ... continued from page 42

find. Thankfully, we have found replacements and alternatives. The size and scope of the changes we are facing is truly daunting. Hopefully moving forward, we will have More supplies and Less substitutions.

What in the past was just-in-time manufacturing has become more like we are only a week or two from delivering. That is if what you are looking for can even be acquired in the timeframe you desire. It was amazingly shocking at the recent Car Care World Expo in Las Vegas that almost every customer who asked when they could get equipment was told four to five months said, "Okay, we can work with that." At past shows if you were to say four to five weeks there would have been outrage it took so long. It seems everyone is adjusting to the delays recent events have had on every part of our daily lives and how it changed all of our expectations. We used to complain if a store was not open 24/7 for our convenience. Now we are happy to see they are open at all.

NC



Gary Sokoloski

Gary Sokoloski owns Centerline Carwash Sales and Service in Wales, ME. You can reach him at 207/375-4593, 774/248-0171 or gary@centerlinecarwash.com

BODY TOWELS **WINDOW TOWELS**

DETAIL TOWELS **DISPOSABLE GLOVES**

ERC
ERC WIPING PRODUCTS

800-225-9473
ERCWIPE.COM

INSURANCE PROBLEMS?

- Paying too much!
- Rating going up EVERY year!
- Billing nightmares!
- Claims being denied!
- Your agent not calling back!
- Endless voice mail!

WANT A FRESH START...WE CAN HELP!!



CALL 855-215-4242

To Start YOUR Savings Today

<https://www.quintoninsurance.com/business-insurance/car-wash-insurance/>

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

For More Information, Contact:

Todd Aldridge
1-866-575-5885

Bill Baker
1-888-428-0995

Michael Ford
1-800-400-0365

Effects of COVID on the Towel Industry

Part 2

By Valerie Sweeney

Back in the Spring issue of *The Northeast Carwasher* I touched upon how COVID-19 has impacted the global supply chain, and in particular, how it has impacted the carwash towel market. One of the key points of the article was explaining the longer than normal turnaround time for towels to be produced, then shipped from

overseas. Every part of the supply chain is facing delays including manufacturing, local transportation, overseas shipping containers and customs. Containers full of towels have gone from a 45-60 day lead time, to a four- to seven-month lead time.

The shipping container issue has been going on longer and is months now,

so vendors are learning how to adapt and send in their orders earlier. The same can be applied to the buyer. Until the supply chain goes back to normal, purchasers should plan on ordering earlier than needed, and have a buffer zone so you don't run out of supplies. This holds especially true for those businesses that can only use a specific color. Now is a good time to be flexible, and consider using a few different colors.

Besides delays in overseas shipments, there has also been an increase in costs as well. The price of microfiber and cotton has gone up, along with other factors that contribute to pricing. The most influential cost driver is the cost of freight. The price to ship a container from overseas has risen drastically. This increase in freight costs is deeply affecting the pricing of not only towels, but many of the items you use in your everyday life that originate from overseas. Other factors that contribute to pricing is the rise in the cost of labor, and the rise of other materials, such as corrugated boxes.

Patience Is a Virtue

We most likely will be dealing with the container shortage/pricing well into 2022, and possibly longer. Once it eventually rights itself, the supply chain can start to get back on track. In the meantime, place orders earlier than normal in anticipation of potential inventory constraints. Also, understand that price increases in towels are inevitable, and are happening as a result of the current costs and economy. Work with your vendor to help navigate and find the solution that works best for you and your carwash. **NC**

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



Valerie Sweeney

AUTOWASH TECHNOLOGIES
SINCE 1992

"We exist at the intersection of innovation and experience."
- Christopher Zona | Founder

PETIT AUTO WASH EQUIPMENT
Qual Chem JOIN THE GREEN TEAM
VACUTECH
MOTOR WASH WORKS CITY

www.AUTOWASH.net | (888) SOS-WASH

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.



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

2022 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

Out of everything the carwash industry has endured since the onset of the global Pandemic, I am energized by the progress and activity that has taken place this year, particularly within the Carwash Association of Pennsylvania (CAP). A little more than a year ago, we weren't sure when we'd get back to enjoying in-person events and activities, but I am glad to report that CAP has enjoyed hosting a busy year of networking events. Please allow me to share some of the highlights from those events.

CAP Baseball Outing

On August 10, carwash operators and vendors across Pennsylvania met in Pittsburgh to see the Pirates take on the Cardinals. This annual baseball outing has become a family-friendly event we look forward to year after year because not only does it provide fun and entertainment, but also valuable networking opportunities in a relaxed environment. We aim to rotate locations throughout the state and welcome suggestions on where the 2022 baseball outing should take place.

Annual Dinner & Tabletop

On September 15, CAP's Annual Dinner & Tabletop Show was an exceptional experience with renowned carwash industry expert Tyler Slaughter coming in all the way from Nashville to be our keynote speaker! The dinner's new venue, the Antique Auto Museum in Hershey, was packed with the largest attendance we've seen in recent years. And there's no wonder why! Tyler shared valuable insight and sparked discussion among carwash professionals that resulted in an evening of social and educational conversation.

CAP Golf Outing & Picnic Fundraiser

The CAP Golf Outing & Picnic Fundraiser took place following the annual dinner on September 16 in Carlisle. Much like our other events this year, the golf outing grew in size and welcomed many new faces. It was a beautiful day of golf and everyone left with prizes — including the grand raffle prize of a Yeti cooler! A big congratulations to the winning foursome from Simoniz and a very honorable mention to Shore Corporation who took the number two spot. Most impressively was Mike Burke's golf performance which earned him both skill prizes and some generous cash prizes to enjoy. All in all, the day yielded the perfect opportunity for networking and professional interaction.

Spread the Word!

We need your help spreading the word! A cash scholarship fund has been established to support the carwash community. Any student in or entering higher education and who is either employed by or the relative of a carwash professional may apply. Also, CAP has a new award to honor our Carwasher of the Year, and we need your recommendations for this recipient. Visit www.pacarwash.org today to learn more!

I extend my deepest thanks to everyone who supported CAP in 2021 through membership or by attending one of our events. We look forward to planning many more opportunities together, as an industry, to strengthen our relationships and knowledge together.



Keith Lutz

President, Carwash Association of Pennsylvania

A Look Back at CAP's 2021 Events

The Carwash Association of Pennsylvania (CAP) was able to hold some in-person events in 2021, thankfully! Turnout indicated that everyone was happy to reconnect and network. **NC**



The winning foursome was represented by Simoniz USA's Alec Hedman, Jason Karpa, Tim Smails and Luc Bongiorni (not in photo).



Tyler Slaughter, Operations Director of Camel Express Car Wash and co-owner of TalkCarWash drew a large crowd to the annual dinner in September.



Guests enjoyed the new dinner venue at the Antique Auto Museum in Hershey.



A room full of vendors and operators provided a great networking experience for all attendees.



Looking for an intuitive and comprehensive system to manage all aspects of your operation?

Micrologic offers an entire suite of products specifically designed to streamline everything from **tunnel operation and inventory management to payment processing**. Each of these solutions scalable based on your needs, the size of your operation and number of users.

Our solutions range from **touch screen point of sale terminals** and **wireless handheld devices** to **gated car wash pay station systems** for multiple lanes. Our car wash solution software offers features such as **customer tracking, loyalty promotions, time clock control, coupon control, and prepaid books**.



Micrologic's software allows for a suite of

marketing solutions fully integrated with the full Welcomemat Wash Solutions™ platform. These automated integrations are best-in-class and allow operators to have a marketing system that is always working behind the scenes and driving significant growth.



“The Micrologic system allows us to manage every aspect of our business much more closely and efficiently.”

Schedule a Demo today!

973.598.0808

1895 Route 46 West
Ledgewood, NJ 07852

sales@micrologic.net
www.micrologic.net

MICROLOGICTM

associates

Your Car Wash & Quick Lube Systems
Management Experts

- ✓ Drive Up Car Counts
- ✓ Increase Monthly Memberships
- ✓ Simplify Day to Day Operations
- ✓ Increase Revenue & Reduce Costs
- ✓ Streamline Operations & Reduce Wait Times
- ✓ Minimize Credit Card Declines
- ✓ Create Brand Loyalty with Customized Payment Terminals
- ✓ Improve Customer Service & Satisfaction
- ✓ Integrate Operating Systems with Marketing Technologies

“Our people love it, and we can wash more cars per hour.”

“Absolutely – great company with an excellent team dedicated to building and supporting a great product at one of the best values in the market!”



THIS YEAR

4125

GRACE
FOR VETS

CAR WASH LOCATIONS

GAVE

350,625

FREE CAR WASHES



EVERY YEAR

**JOIN THOUSANDS OF
CAR WASH LOCATIONS**

In Support Our Veterans And Active Service Members

VETERANS DAY ★ NOVEMBER 11

Register Your Wash Today At Graceforvets.org

A Quick Stop at PA's Valet Auto Wash

On a trip to Pennsylvania I stopped in at Valet Auto Wash in Langhorne, Oxford Valley, to check out one of the company's latest builds. The Route 73 former gym was converted into the 14,800-square foot state-of-the-art wash after receiving a variance in 2021. The wash features a double tunnel (one express and one interior clean) and includes 13 indoor and 38

outdoor vacuum stations in addition to a wax tunnel.

The company, owned by Chris Vernon, now boasts 15 locations. Its most recent site just opened in the Syracuse, NY, market. **NC**



According to an article in the Courier-Post, about 25,000 customers belong to a Valet Auto Wash club plan.



In addition to the interior vacuuming stations there are 38 additional outside the facility.



The brand's Pennsylvania build includes 13 interior vacuuming stations with complimentary towels.

Pocono Washes Financially Support Zipper Junction Holiday Donation Drive

The CAR WASH on Hamlin Hwy. and The CAR WASH on Rt. 6 in Hawley, PA, held a fundraiser to support the Zipper Junction Holiday Donation Drive in support of underserved children and youth in Wayne and Pike Counties during the holiday season, according to a company press release.

The event called upon the community to "Just Wash Your Car." Wash Managing Partners Dave Edwards and Barbara Winko contributed 100 percent of their sales on November 6 and 7 to the donation drive. When approached about the what and how the Zipper Junction Holiday Toy Drive would function, the partners replied, "We're all in; we will find a way to keep the spirit of giving alive."

Over the last five years, the Zipper Junction Holiday Toy Drive has provided toys through the toy drive collection boxes located at businesses throughout the two counties, providing more than 700 children with toys. The effort began after Wayne and Pike County lost Toy's for Tot's representation. Due to COVID-19, however, the collection of physical toys is not an option so Zipper Junction is



relying on financial contributions in order to support the gift support of nearly 1,000 children and youth in 2021.

"We did this over a two-day period this year, instead of one day, and were able to collect enough donations to provide more than 70 children with a better holiday," said Edwards. "It's our little part and we're happy to do it." **NC**



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

With the beginning of 2022 there is a lot of optimism as well as skepticism about how to handle inflation and a serious labor shortage we all are facing. How will our industry adjust, or not adjust and survive?

I think the answer to many of these questions is in the strength of your team. Do you have a good, strong foundation at your wash? And, how are you keeping them happy, trained and productive?

Maintaining a good team stems from a strong foundation that takes time, effort and money to secure. Just when you think you have a great team in place, someone leaves for a better paying job that might come with more education/training to perpetuate that employee further in the workplace. The best often move on. The key is in how you entice your employees to stay and grow within your business. It's not easy, but it's necessary if you want to keep the brightest and most talented employees.

Are you providing incentives? Are you motivating your staff to work harder and smarter to benefit themselves through bonus plans?

Are you constantly teaching and re-teaching how to produce the fastest, cleanest and most customer-oriented experience? Are you making that a priority? It's going to cost you some money, but it will more than pay for itself if you bring in a great trainer or work to secure one within your own organization.

Just finding employees in today's labor pool is challenging at best. We all know that, and we all struggle with it on a daily basis. We all do need to do a better job of promoting why working at a carwash is a great opportunity and can evolve into a career. I don't think many of us do that well, or at all.

Sales Tax Fight Is ON!!!!

The Connecticut Carwash Association (CCA) board met recently with P.J. Cimini, our long-time lobbyist, and it's time to go after the double taxation in our industry again. The state is flush with cash and we have a real chance of getting this tax repealed. It will take coordination, meetings at the capital and a real grassroots effort on the part of our board and membership but as Connecticut carwashers we are up for the task. But, we will need your help. We need you to join the association and we need you to participate. When we call on you to make a phone call or send an email or text to your legislator, please DO IT! It can mean 6.35 percent back in your pocket. That's real money, folks, so when we reach out please make every effort to help us get this job done! To renew your membership visit wewashctcars.com or give us a call at 518/280-4767.

*Here's to a great year of washing, learning and reimagining carwashing and kicking this unfair tax in the ***.*



Bob J. Rossini

Bob Rossini, CCA President



A casual meeting of Past CCA Presidents Paul Ferruolo and Tony Setaro. The Rhode Island shore never looked so good!



HAVING A HARD TIME FINDING LABOR? **WE CAN HELP!**

Our tablets and LPR reduce labor, automate processes
AND give a better customer experience.

To schedule a demonstration, please call:
1-855-WASHIFY or visit WWW.WASHIFY.COM



VR Brothers Car Wash Is Family's First Immersion into Carwashing

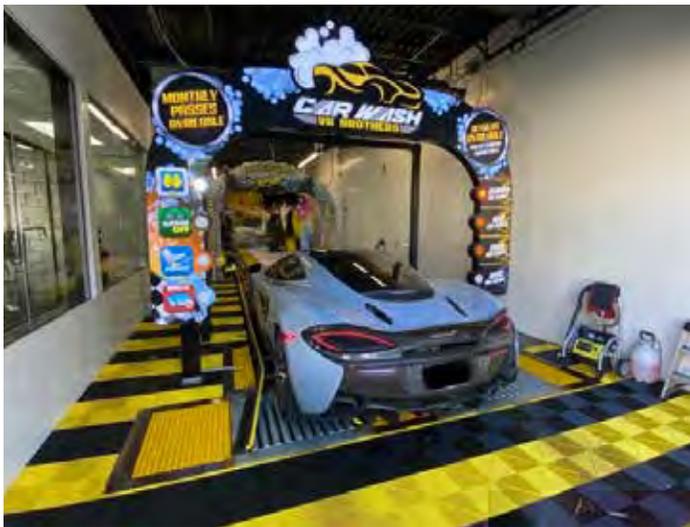
By Alan M. Petrillo

A family that's been in the Stamford, CT, flooring and carpeting business for many years has turned its attention to the carwashing industry as a more profitable and less labor intensive business than flooring and carpeting (yes, you did just read that correctly).

In its first effort at carwashing, the Velalcazar family has purchased the former Camp Avenue Car Wash at 84 Camp Avenue in Stamford, renovated it, and renamed it the VR Brothers Car Wash. "We have been in the flooring business for quite some time, having a carpet and flooring store in Stamford," says Pablo Velalcazar, co-owner of the carwash with his brother Marcos and mother Marguerita. The wash was previously owned by Frank Gaglio and managed by Russell Speeders. "Someone suggested to us that carwashing is more profitable and less labor intensive than the flooring business, and because I'm a car lover, we decided to look into it."



This is the first carwash acquisition for the Velalcazar family.



The former Camp Avenue Car Wash, renamed VR Brothers Car Wash, is a primarily full serve in Stamford, CT.

Over the last six years, the family tried to buy several carwashes, but was not successful. "Then we found Jim O'Leary, a lube and carwash business broker, and he helped us out a lot," Pablo Velalcazar said. "Jim explained everything to us and provided us with the tax returns for the carwashes we were interested in to prove what the carwashes were making. And he was instrumental in helping us acquire the old Camp Avenue Car Wash, which we renamed the VR Brothers Car Wash."

Velalcazar said that Camp Avenue was set up as a flex-serve, performing both full-service and express cleaning in the 100-foot tunnel with a 70-foot conveyor. "We turned it into a full-serve carwash, and while we have an express option, we don't push

it that much because most of our clientele want the full-service option," he said. "We simplified the menu with four choices and added a new ceramic sealant product from Simoniz that we put in our Diamond package."

VR Brothers Car Wash's four full-service packages include a basic wash at \$19.99, a silver wash at \$23.99 that adds wheel cleaner and triple foam, a gold wash at \$28.99 that adds hot wax and wheel brite, and the diamond wash at \$39.99 that adds the Simoniz ceramic sealant.

After the renovation, VR Brothers Car Wash reopened in May of 2021. "It has been a learning experience for us the last several months," Velalcazar said. "We had no experience with carwashing, but one very valuable employee stayed with us during the transition and she has helped us a great deal."

Velalcazar pointed out that the most difficult part of getting into carwashing has been learning how to handle the machinery. The wash features MacNeil and Sonny's equipment. "All of our cleaning products are Simoniz. Marcos is very good at understanding and handling the equipment, and I'm the one who is doing the numbers and overseeing the operations."

Velalcazar noted that the basic wash is the one that has been chosen by customers most during the day, while the gold package is the second most popular.

When the family was renovating the carwash, Velalcazar said that he didn't want the typical look of a blue and white carwash that is usually found in the Northeast. "We wanted something different, something that would stand out and be more trendy," he said. "We painted the exterior of the building



black, and put on yellow railings and signage. The interior of the carwash is brown with yellow walls, and the arms of the MacNeil machinery are yellow and black.

VR Brothers Car Wash has ramped up with 10 full-time employees, and four part-timers, Velalcazar said, and has added three fleet accounts to the business. "We are re-introducing an unlimited plan for the carwash," he noted. "The prior owner lost more than half of their unlimited customers during the Pandemic, so we are slowly recovering those accounts and should be back up to pre-Pandemic levels by the end of the year."

Velalcazar said the family is excited to be in the carwashing business and is looking to expand into other locations. "We've started the process of looking for another carwash for us," he said. "We are open to any type of carwash, and would love to try an express wash. And we are looking at a wider area than just Stamford; an hour away from here would take us deeper into Connecticut and even into New York." **NC**

Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He writes for a number of national and regional publications, and is the author of six nonfiction books, and three historical mystery/thrillers.

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
 Website: www.carwashingsystems.com

BLENDCO

*Your Northeast Distributor
 Please call for more information.*

J&M

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

MacNeil Foam Replacement with **FREE** Installation

Sales Repairs Service

COMPLETE CAR WASH EQUIPMENT AND INSTALLATION FROM START TO FINISH

BBB ACCREDITED BUSINESS

MACNEIL

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

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

A 2022 Legislative Session Outlook



By P.J. Cimini & Nicole Tomassetti

The 2022 Legislative Session will convene on Wednesday, February 9. As Connecticut has a biennial budget, a full budget will not be crafted this session and instead legislators will work to amend the budget passed last year. The 2022 session will also be significantly shorter than last year's session, moving at a quicker pace and adjourning on Wednesday, May 4. We expect to see a number of issues again this session, including those affecting environmental issues like de-icing and stormwater collection, as well as labor bills affecting employee and employer rights. We'll be sure to keep you up to date on legislative issues and provide insight on bills of interest and concern.

Municipal Election Summary

Connecticut held elections Tuesday, November 2, 2021, for municipal offices. Both parties had victories in select high-profile contests, while several races remained too close to call or headed for recounts at the time of this update, but on the whole, it was a better night for the GOP – with Republicans netting more municipal executive seats gained than lost and maintaining control over the substantial majority of municipalities in the state.

Democrats retained control of large and mid-size cities such as Stamford, the site of a highly contested race, East Hartford and Haddam — but failed to capture GOP-held mid-size and small cities such as New Britain and Norwich – or GOP-controlled towns such as Darien that voted for President Biden in 2020 by large margins. The GOP also made substantial gains flipping previously Democratic-controlled rural and suburban communities.

- **Notable GOP flips** included Bristol, Colchester, Killingworth and Windsor Locks. Bristol and Windsor Locks are in the metro Hartford areas where there is a significant insurance industry jobs footprint.
- **Notable GOP holds** included Danbury, Darien, East Lyme, New Britain, Norwich and Westport.
- **Notable Democratic flips** included Avon, Simsbury and Roxbury.
- **Notable Democratic holds** included Stamford and Madison.

CT Launches Tax Amnesty Program

The state Department of Revenue Services launched an amnesty program, Oct. 28, targeting unpaid personal income and business taxes. The amnesty program, which runs from Nov. 1, 2021, through Jan. 31, 2022, allows individuals and businesses to pay back taxes at a reduced interest rate and no penalties. The program provides a 75 percent reduction in interest and waives penalties and the possibility of criminal prosecution for those who have not filed, have underreported, or have

existing liabilities related to state taxes for any tax period ending on or before Dec. 31, 2020.

Outreach is being done to those with known existing liabilities and suspected non-filers. The state is working with local chambers and tax service organizations to help inform and guide businesses and individuals through the process. Tax amnesty applications must be filed electronically and payment made in full by Jan. 31, 2022. Once the amnesty ends, taxpayers will be liable for full tax payments, penalties and interest. All taxes administered by DRS, except for the Connecticut motor carrier road tax, are eligible for amnesty.

\$200M Grant Programs

The state has launched two new economic development grant programs designed to create jobs, strengthen cities and towns, and promote public-private partnerships. The Innovation Corridor and the Connecticut Communities Challenge programs will be administered by the Department of Economic and Community Development, which will invest up to \$200 million over the next five years. Gov. Ned Lamont announced the competitive grant programs Oct. 18, saying, "Investing in our communities and high-growth industry sectors is a key part of our plan to accelerate long-lasting and equitable economic development in Connecticut."

The state is using federal COVID-19 relief funding for the programs, which earned legislative approval during this year's General Assembly. Both initiatives are part of the Lamont administration's \$750 million economic development strategy designed to attract matching private sector investment and create a projected 80,000 jobs over five years.

DOL Issues Salary Disclosure Guidance

Days before the state's new salary disclosure law went into effect, the Connecticut Department of Labor issued non-binding guidance intended to help both employers and employees. Public Act 21-30 was effective Oct. 1, 2021, and requires that employers disclose the "wage range" of a position to both "applicants" and current employees. The guidance, while helpful to the extent that it reflects the labor department's views, does not have the force of law, meaning Connecticut courts may ultimately disregard or decline to follow it. There are three main takeaways from the Department's Sept. 28 guidance.

1. Employers are required to disclose wage ranges to individuals at specific times, but they are not required to publicly post the information.
2. The definition of 'applicant' remains vague.
3. Employers have discretion in determining 'wage range.'

Until DOL or the courts provide more detailed guidance, the broad definition of "wage range" provides employers with some

discretion. Until DOL or the courts provide more detailed guidance on this issue, the broad definition of “wage range” provides employers with some discretion. The fact that employers may use “budgeted amounts” to determine a range suggests that the range may change from year to year. In addition, the employer, in its discretion, determines the lowest and highest wage for each position, based on skill level, experience, talent, geographic location, the company’s financial health, etc., with consideration for raises and bonuses. Employers may pay discretionary bonuses without regard to the range disclosed.

Worker Shortage Report

The inability of employers to hire qualified workers is hurting businesses and, in turn, holding back the economy, a new analysis from the U.S. Chamber of Commerce shows. The chamber called the problem of businesses not being able to find the workers they need “a national economic crisis that is getting steadily worse.” (Source: U.S. Chamber America Works Report: Quantifying the Nation’s Workforce Crisis.)

Among the findings in the chamber’s new study:

- A record high 8.1 million vacant job openings in the U.S. in March 2021, up more than 600,000 from February
- A 20-year-low of 1.4 available workers for every job opening — that’s half the historical average of 2.8 available workers per opening over the past 20 years
- There are actually fewer available workers than the total number of open jobs in several states and industries, including hard-hit sectors of private education and health services, and professional and business services.

More than 90 percent of local and state chambers say worker shortages are holding back their economies, and more than 90 percent of industry association economists say employers in their sectors are struggling to find qualified workers for open jobs.

Combating the Opioid Crisis

The U.S. Department of Labor has awarded Connecticut \$1.6 million in incremental funding to combat the opioid crisis’ economic blow. The Connecticut Department of Labor is responsible for distributing the funds throughout eight communities across the state to support job creation and workforce training services. New Haven, Hartford, Middlesex, New London, Tolland, Litchfield, Fairfield and Windham were hit hardest by opioid use, addiction, and overdoses. The money will be used to create disaster-relief employment and retraining programs in skilled professions that address causes and treatments of the opioid crisis. The federal funding from the latest installment from a \$4.8 million National Health Emergency Dislocated Worker Grant awarded to the Connecticut DOL in 2019.

New Connecticut State Laws

A number of new laws went into effect his past fall that will impact the carwash industry.

Public Acts Effective October 1, 2022

AN ACT CONCERNING THE REMOVAL OF COVID-19 RELATED LAYOFFS FROM THE UNEMPLOYMENT COMPENSATION EXPERIENCE ACCOUNT. (Public Act No. 21-5)

The new law will disregard an employer’s benefit charges and taxable wages between July 1, 2019, and June 30, 2021, when calculating the employer’s unemployment tax experience rate for taxable years starting on or after January 1, 2022. In effect, this means that the unemployment benefits paid to an employer’s former employees during that period will not affect the employer’s experience rate. The act’s provisions apply to the extent allowed by federal law and as necessary to respond to the spread of COVID-19.

AN ACT CONCERNING THE DISCLOSURE OF SALARY RANGE FOR A VACANT POSITION. (Public Act No. 21-30)

This act requires employers to provide job applicants and employees with the wage range of their positions. Under the act, a “wage range” is the range of wages the employer anticipates relying on when setting wages for a position, such as an applicable pay scale; previously determined wage ranges for the position; actual wage ranges for current employees; or the employer’s budgeted amount for the position. The act also broadens the standard used to determine whether an employer is discriminating in the amount of compensation it pays to an employee based on sex (i.e., gender wage discrimination). Generally, it requires employers to provide equal pay for comparable (rather than equal) work.

AN ACT CONCERNING ACCEPTABLE FORMS OF CURRENCY AS PAYMENT IN LOCAL BUSINESSES.(Public Act No. 21-60)

Employers will be required to provide job applicants and employees with the wage range of their positions under this new law. Under the act, a “wage range” is the range of wages the employer anticipates relying on when setting wages for a position, such as an applicable pay scale; previously determined wage ranges for the position; actual wage ranges for current employees; or the employer’s budgeted amount for the position. The act also broadens the standard used to determine whether an employer is discriminating in the amount of compensation it pays to an employee based on sex (i.e., gender wage discrimination). Generally, it requires employers to provide equal pay for comparable (rather than equal) work.

AN ACT DETERRING AGE DISCRIMINATION IN EMPLOYMENT APPLICATIONS. (Public Act No. 21-69)

Your hiring process will be impacted under this new law

Continued...

that makes it a discriminatory employment practice for an employer or the employer's agent to request or require a prospective employee's age, birth date, or school attendance or graduation dates on an initial employment application unless it is (1) for a bona fide occupational qualification or need or (2) required by state or federal law. The discriminatory employment practices law covers employers with at least three employees, including the state and its political subdivisions (CGS § 46a-51(10)). By law, individuals aggrieved by a discriminatory practice may file a complaint alleging discrimination with the Commission on Human Rights and Opportunities (CGS § 46a-82).

Acts Effective January 1, 2022

AN ACT CONCERNING PAID FAMILY AND MEDICAL LEAVE (Public Act No. 19-25)

Beginning January 1, 2022 and no later than February 1, 2022, the Paid Family Medical Leave program must begin paying FMLI benefits to covered employees. Withholdings to fund the program began in January 2021.

AN ACT RESTRUCTURING UNEMPLOYMENT INSURANCE BENEFITS AND IMPROVING FUND SOLVENCY. (Public Act No. 21-200)

This act makes several changes in the unemployment system. Although the act goes into effect January 1, 2022, it is important to highlight that the changes do not occur until experience year 2024. Among its changes, beginning in 2024, the act does the following:

- Increases the minimum weekly benefit from \$15 to \$40 and requires it to be adjusted annually for inflation, except when the federal government is providing additional payments to claimants;
- Generally increases the minimum earnings claimants need to qualify for the minimum benefit from \$600 to \$1,600 (annually adjusted for inflation);
- Freezes the maximum benefit rate for certain claims initially filed from 2024 through 2028;
- Increases the taxable wage base from \$15,000 to \$25,000 and requires it to be adjusted annually for inflation;
- Reduces employers' experience tax rates for 2024 and 2025 and temporarily reduces the experience period used for calculating employers' experience rates for 2026 and 2027.

NC



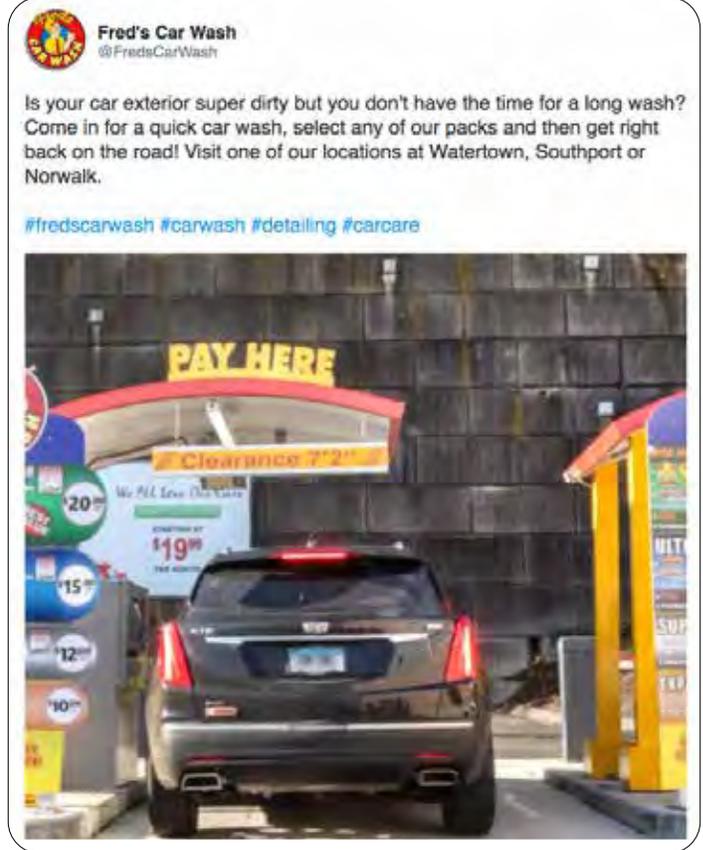
P.J. Cimini

P.J. Cimini, Esq. is the CCA's Lobbyist and a partner in Capitol Strategies Group, LLC, in Hartford. Nicole Tomassetti is an Associate at Capitol Strategies Group. You can reach P.J. at 860/983-2581 or pj@csgct.com. You can reach Nicole at 203/213-2602 or Nicole@csgct.com



Nicole Tomassetti

What's Your Social Media Look Like?



At Fred's Car Wash maintaining a strong social media presence is critical to keeping their customers and potential customers informed and aware of all services and offerings. NC

WHAT'S NEW IN 2022 ?

To stay abreast of all CCA meetings/events visit our website at www.washctcars.com

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

Splash Named #1 Top Workplace in CT

Splash Car Wash, Milford, CT, has named the #1 Top Workplace in Connecticut by Hearst Media Group, according to a company press release. Splash has ranked in the top 3 for years running, but this is its first top nod.

Of the 1,322 employers in Fairfield, New Haven and Litchfield counties who participated, 56 earned recognition as Top Workplaces, with Splash placing first in the mid-size business category. According to the release, the sole basis for determining Top Workplace is survey feedback from employees. "How we treat our team members is how they will treat our customers," said Mark Curtis, CEO. "We try to get to know our employees and treat them as the critical ingredient to our success."

Splash is particular about the people they hire, their ability to

do the job is important, of course, but so is their personality. Many Splash employees have been with the company for more than a decade and some for more

than two decades. "We try to do things for our crews and their families like renting out Quassy Park each summer for our employees and their families," added Brett Robinson, Director of Personnel at Splash. "We shut down the carwashes early and invite our crew and their families to enjoy the park's attractions and a barbeque dinner. Things like this mean a lot to them," added Robinson.



About Splash

Mark Curtis and Chris Fisher started the company in 1981 with one location in Greenwich. Since that time, the partners have developed more than 30 locations and currently operate 27 tunnels in Connecticut, Vermont and New York. Many of the sites include detailing operations, six locations provide oil change services and one location has a Laundromat.

The company has been named "Best Carwash" by a variety of publications at least 35 times and has been recognized as a "Top 10 Workplace" seven times by Hearst Publications. Four general managers have been recognized as "Most Valuable Carwashers" by *Professional Carwashing & Detailing* magazine. Splash has also been awarded the US Chambers of Commerce prestigious "Blue Chip Enterprise Award" and has been inducted into the Connecticut Business Hall of Fame. **NC**

Splash Continues to Grow Brand

Splash Car Wash, Milford, CT, has acquired 17 Classy Chassy carwashes in the greater Buffalo and Rochester, NY, markets, four Buckmans express washes also located in the Rochester market and a Malcho Car Wash in Penfield, NY, a Rochester suburb. These acquisitions combine for 21 in the western New York market. Splash now operates 45 washes located across Connecticut, New York and Vermont with 10 new express sites under development.

Jeff Arnold and Dave Clements, the co-founders of Classy Chassy are now partnered alongside Splash, and drove the recent purchase of Malcho, an exterior site that will be converted to an express. They are heading up Splash's development team in the Rochester/Buffalo markets. "We couldn't be happier to have Classy Chassy join the Splash family," said Mark Curtis, CEO of Splash. "Not only have we acquired great locations, but we are also excited about adding Jeff Arnold and Dave Clements, the two founders, and the rest of their associates to our team. Jeff and Dave are experienced developers who know the region well and will assist Splash in dramatically expanding our footprint in the region," said Curtis. "Furthermore, Jeff and Dave were driving forces in (the) Buckmans transaction, and we are confident that there are a lot more expansion opportunities for Splash with them on our team."

Jeff Gold, owner of Buckmans express sites, will also remain with the company. "It was a pleasure working with the Splash group," said Gold. "I feel confident that Mark, Dan Petrelle and their team will assimilate my washes and my people smoothly. They have a strong commitment to our team, the community, and certainly to providing the best carwash experience possible. I look forward to working with them." Buckmans operates express washes in Brockport, Spencerport, Gates and Greece. The sites will undergo equipment upgrades and improved layout and appearance over the next several months.

Palladin Consumer Retail Partners, LLC, a private equity firm with experience investing in and building leading consumer brands headquartered in Boston, MA, partnered with Splash in 2018. **NC**

Two New Washes on Splash's Drawing Board

Splash Car Wash, Milford, CT, has two express sites under construction in East Haven, CT, and Geneva, NY, according to a company press release. The East Haven site will feature a 125-foot tunnel and 20 free self-service vacuums. The construction is being overseen by Glen Sheeley, Director of Development and Construction for Splash. Glen and his father, Wayne, recently built two Splash-owned express carwash sites, which operate under the Wash Co. brand, and are located in Middletown and White Plains, NY. "We're excited to bring the Splash/Wash Co. Express Concept to the East Haven market," said Mark Curtis, Splash CEO. "Our last two conversions and recent acquisitions have been express washes, and we look to add several more in the near future," said Glen Sheeley.

Added Curtis, "We're excited by this new addition which will allow us to better serve the greater New Haven area."

In addition, Splash has announced the construction of a new express wash in Geneva, NY. The 145-foot tunnel will feature MacNeil Wash Systems equipment and Vacutech vacuums. The site is slated to open in January 2022. **NC**

For more information visit splashcarwashes.com and pcrp.com

For more information visit splashcarwashes.com



OFFICERS

Dino Nicoletta, President

Ashbury Circle Car Wash, 707 Hwy 35, Neptune, NJ 07753
732/898-9900 Cell
dinodnico@gmail.com

Dan Saidel, Vice President

Premier Car Wash, 175 Essex Ave., Metuchen, NJ 08840
201/736-9626 Cell
dan@premiercarwashnj.com

Mike Prudente, treasurer

Summit Car Wash & Detail Center
100 Springfield Ave., Summit, NJ 07901
908/273-0830 Phone • 201/602-3132 Cell
908/273-8038 Fax
hotwax100@hotmail.com

Suzanne Stansbury, executive director

2214 Budd Terrace, Niskayuna, NY 12309
518/280-4767 Phone/Fax
suzanne.stansbury@icloud.com

Doug Rieck, Immediate Past President

Magic Wash, 578 Mill Creek Rd, Manahawkin, NJ 08050
609/597-7837 Phone • 609/597-9427 Fax
609/709-1116 Cell/voice mail
dougriec@gmail.com * www.manahawkinmagicwash.com

BOARD MEMBERS

Rich Boudakian
Michael Conte
Scott Freund
Tom Fuller
Marcella Reinhart
George Ribeiro
Tom Halford
Eric Wachtel

PAST PRESIDENTS

Ernest Beattie*	David Bell
Richard Boudakian	Ron Rollins
Clyde Butcher*	Frank A. Dinapoli*
Marcel Dutiven	Sam Kirvins*
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

Doug Rieck
*deceased

PRESIDENT'S LETTER

Since the start of the Pandemic, we as an association have not had in-person meetings for obvious reasons. The business of the association has continued with all of our Board meetings being virtual or on ZOOM. At one point, we tried doing a combined ZOOM membership meeting with the New York State Car Wash Association (NYSCWA), which was a good effort, but just not the same as meeting in-person.

During early summer, we took a gamble and were able to plan an October General Membership Meeting. Our lobbying firm, Princeton Public Affairs Group (PPAG) in Trenton, was there to brief us about our legislative progress, and they were also able to secure Jack Ciattarelli, the Republican Gubernatorial candidate to speak. Unfortunately, Mr. Ciattarelli had to cancel at the last minute, but his Campaign Manager, Eric Arpert, was able to step in and did a fabulous job updating us on his candidate's legislative efforts and mission. He took a number of questions and was nearly as good as the candidate himself!

The association's relationship with Al Gaburo, our lobbyist with PPAG, has been excellent and yielded much for our industry. To refresh you on what's happening, Al and PPAG are working on legislation that would declare carwashing as an "essential business" in emergencies. As an example, Laundromats are an essential business along with many other categories. Now that the state elections are over, the legislature is back in session and are working to get included in this bill if future shutdowns occur. We will keep you posted. Fingers crossed!

At the meeting's conclusion we also presented a Posthumous Pioneer Award for Jack Weinstein of Jobe who was instrumental at the start of carwashing in the 1960's and 70's in developing carwash chemistry. His grandson, Jacob Rosenberg, accepted the award in his memory.

The event was held at the Salt Creek Grille in Rumson on the Navesink River in Monmouth County. This was a wonderful venue with exceptional food. The only thing that eclipsed the food was the quantity and volume level of all the carwashers reuniting.

Thank You!

This letter marks the last I shall be writing as President of CWONJ. My term ended in December. Our Incoming President, Dino Nicoletta, will have the pleasure of writing the spring President's Letter and guiding our association into the future. I need to thank the CWONJ Board Of Directors for all their help, guidance and friendship during my term. No thank you would be complete without mentioning our Executive Director, Suzanne Stansbury. She's a great person and leader, who manages to keep all of us on track and the Association and President successful and looking good. It has been an honor and pleasure to serve as your President.



Doug Rieck, CWONJ President

Fall Membership Meeting Takes on A Political Bent In Rumson

The Car Wash Operators of New Jersey (CWONJ) met in person for the first time in nearly two years at the Salt Creek Grille in Rumson on September 14. The group of 40 came together to support Jack Ciattarelli, Republican Nominee for Governor, who was taking on incumbent Phil Murphy. Unfortunately, Nominee Ciattarelli was pulled away at the last minute, but his Campaign Manager, Eric Arpert, stepped in and shared the candidate's views on governing the state and today's politics in general. He was extremely well received and happy to share his thoughts and time with the association. "It was a shame we did not get to meet Jack Ciattarelli, but his campaign manager was outstanding," said CWONJ President Doug Rieck. "It was just so great to see familiar faces and be able to mix and mingle again in such a welcoming setting."

The group was also introduced to Lobbyists Al Gaburo and Sam Weinstein with Princeton Public Affairs Group (PPAG), the

association's lobbying firm in Trenton. The group is working with the CWONJ board to help educate legislators on the merits of professional carwashing and the fact that it can be a contactless and safe business to run if a future shut down or drought occurs. The intent is to become one of the businesses in a bill that should be introduced listing "essential" New Jersey businesses. For the last year the association has been working with PPAG to set up carwash tours across the state.

The meeting also included the presentation of a posthumous award to Jobe Co-Founder Jack Weinstein, who passed away in 2019. His grandson, Jacob Rosenberg, was presented with the award in his memory. CWONJ Board Member and Past President, Mike Conte, spoke fondly of Weinstein and then presented Rosenberg with the award.

The next CWONJ event is its annual Carwash Tour slated for May 24.

NC



PPAG's Al Gaburo and Sam Weinstein and Jack Ciattarelli's Campaign Manager Eric Arpert.



Jack Ciattarelli's Campaign Manager, Eric Arpert, caught the group up on the candidate's efforts to win the Governorship.



Al Gaburo with PPAG, the association's lobbying firm, caught the group up on efforts to get carwashing deemed "essential."



CWONJ Past President, Mike Conte, presented Jacob Rosenberg with a posthumous award in memory of his grandfather, Jack Weinstein.



President Rieck updates the group on the association's recent legislative efforts.

More photos on pages 64-65!

Fall Membership Meeting ... continued



Marcella Reinhart with Styles Mfg. Co. graciously sponsored the hors d'oeuvres.



CWONJ Board Member Scott Freund catches up with Candidate for Governor Jack Ciattarelli at the shore.



CWONJ Incoming President Dino Nicoletta, Styles' Anthony McGugan and Marcella Reinhart, Premier Car Wash's Dan Saidel, Tameric's Dick Boudakian, Micrologic's Ken Thiedemann, Proland Management's Scott Freund and Shammy Shine's Tom Halford strike a pose.



Vacutec's Victor Thomas.



George Ribeiro, Brock and Chuck Siebert and Dan Saidel take a break for a quick photo.



Richie Boudakian, CWONJ board member; Kevand Cross of Spotless Auto Laundries and Dick Boudakian of Tameric Car Wash Equipment get a chance to catch up.



Date night for Mike and Janice Conte.



Styles' Marcella Reinhart and Anthony McGugan.



The Clean Ride's Bill Howell and Shabby Shine's Tom Halford.



Gohar and John Murchanian and John Agosta.



Board members Stu Markowitz and Dino Nicoletta.



Jacob Rosenberg and Marty Wachtel.



The event was the first in-person meeting of association members since the start of the Pandemic.

Beyder Wants Glow Express Car Wash To be The “Shake Shack” of Carwashes

By Alan M. Petrillo

Leon Beyder, the owner of Glow Express Car Wash, which has three locations in New Jersey, is a firm believer in the express model, as well as in offering and promoting unlimited wash plans. “All three of our locations in Edison, Old Bridge and Long Branch are express carwashes,” Beyder pointed out, “because that’s the direction I wanted to go in order to scale the business. I had considered the full-service model, but as our company grows I felt the express model is much more scalable and easier to duplicate the overall operating and customer experience.”

Beyder’s three Glow Express Car Wash locations are at 1551 NJ-27 in Edison, 92 NJ-34 in Old Bridge, and 137 W. End Ct. in Long Branch. “My father owned the Woodbridge Carwash in Old Bridge where I started working at age 14, which is 22 years ago,” Beyder noted. “It was a full-service carwash that, after my dad retired, I ran successfully until 2020 when I sold the wash. That’s when I changed direction toward the express model as the one that was the most likely to be successful in terms of growth, not only in car counts in existing locations, but in expansion to other locations.”

Beyder purchased the Edison location in 2015, and four years later bought his father’s full-service wash in Old Bridge that Beyder converted to an express carwash. He then bought the Long Branch location in 2020, and rebranded all of the locations as Glow Express Car Wash.

“A lot of carwash operators see full-service washes as a headache, especially because of the labor issues,” Beyder said. “For me, full service has a lack of scalability, and also, we still are able to provide a high level product with the express model. We want to be the Shake Shack of the carwash business,



Glow Express Car Wash owner, Leon Beyder, grew up in the business and has taken what his father did to the next level in a more scalable model.

servicing up very high quality carwashes at convenient and fast service with good pricing.”

The pricing for carwashes at Glow Express Car Wash is the same across all three locations, Beyder pointed out. The basic wash at \$8 is a wash and dry, while the Glow Wash at \$16 adds underbody, tire dressing, triple foam polish, and Glow rain shield. Glow’s Ultimate wash at \$20 adds Carnauba wax to the Glow package.



Despite a tight lot, Beyder was able to convert the Old Bridge site from a full serve into an express wash in 2015.



The Long Branch site promotes a “Rise & Shine” \$5 week day special Early Bird wash until 10am.



Glow Express Car Wash in Edison, NJ, is one of three sites owned and operated by Leon Beyder. This site was purchased in 2015.

Unlimited pricing runs \$9.95 for the first 30 days with a two-month minimum. The unlimited basic wash is \$19.95 monthly, the unlimited Glow wash is \$29.95 monthly, and the Ultimate unlimited wash is \$39.95 monthly.

Beyder noted that Glow’s unlimited membership program creates loyalty that the carwash would not typically have. “Some of our best salespeople are our customers,” he said. “They frequently tell other people about their great carwash and how they are able to come in as often as they like. Our unlimited customers like getting good value and are rolling advertising for us with their clean cars and their word-of-mouth endorsements of our carwash.”

Beyder estimated that about 50 percent of his unlimited business is the basic wash, with the rest of unlimited customers split between the Glow and Ultimate washes. “With express carwashes, the majority of your unlimited customers are choosing the basic wash, contrasted with a full-service unlimited plan, where the higher packages seem to be in the majority,” Beyder observed.

Word of Mouth Success

Beyder promotes Glow Express Car Wash in a variety of ways, through billboard advertisements, social media, and Google business ads. “We are finding that word of mouth is gaining traction in our locations and turning into a big

The eye-catching facade and immaculate landscaping draw customers into the express.



advantage,” he said. “But it’s always been a mainstay for us because we treat our customers right, give them an exceptionally clean vehicle, and make sure they get the same exact experience as often as they come in to see us.” **NC**

Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He writes for a number of national and regional publications, and is the author of six nonfiction books, and three historical mystery/thrillers.

A Recap of the '21 Elections



By Sam Weinstein

Overall, the legislative election results have the Democrats maintaining their control of the legislature, albeit with Republicans possibly gaining upwards of three seats in the Senate and six seats in the Assembly. If the current results hold, the Democrats will maintain their majority in the Senate by 24-16 and 46-34 in the General Assembly.

Legislative Leadership

Following the November elections, Assembly Speaker Craig Coughlin (D-19) has secured a third term in leadership. Separately, the Senate Democrats, should Senate President Steve Sweeney (D-3) lose his reelection bid, will reconvene to elect a new Senate President. As it stands, Senate President Sweeney trails his opponent, Ed Durr (R) by a little more than 2,000 votes. *press time in early November.

Meanwhile, the Republican caucuses reconvened in early November to elect their leadership teams in the Senate and Assembly for the 220th Legislative Session. Senator Steven Oroho (R-24) and Assemblyman John DiMaio (R-23) were both elected Minority Leader for their respective caucuses. A full overview of each caucus's leadership team is included below.

Assembly Majority

- Assembly Speaker: Assemblyman Craig Coughlin (D-19);
- Assembly Majority Leader: Assemblyman Lou Greenwald (D-6); and
- Assembly Conference Leader: Assemblywoman Annette Quijano (D-20).

Senate Minority

- Leader: Senator Steven Oroho (R-24);
- Deputy Leader: Senator Robert Singer (R-30);
- Deputy Leader: Senator Joe Pennacchio (R-26);
- Conference Leader: Senator Kristin Corrado (R-40);
- Deputy Conference Leader: Senator Holly Schepisi (R-39);
- Whip: Senator Anthony Bucco (R-25);
- Budget Officer: Senator Declan O'Scanlon (R-13);
- Ranking Member of the Judiciary Committee: Michael Doherty (R-23).

Assembly Minority

- Leader: Assemblyman John DiMaio (R-23);
- Conference Leader: Assemblyman Ned Thomson (R-30); and

- Whip: Assemblyman Antwan McClellan (R-1).
- Legislative District 2 (Atlantic): Republicans Senator Vince Polistina and his running mates, former Atlantic City Mayor Don Guardian and Deputy Attorney General Claire Swift Defeat Their Opponents to in the 2nd Legislative District

Senator Vince Polistina and his running mates, former Atlantic City Mayor Don Guardian (R) and former Deputy Attorney General Claire Swift (R) swept all three seats. The Atlantic County-based 2nd Legislative District was one of three districts in the State with split control. Senator Polistina squared off against Assemblyman Vincent Mazzeo (D) for a full-term in the New Jersey State Senate. Mazzeo's teammates were Assemblyman John Armato (D) and Atlantic County Commissioner Caren Fitzpatrick.

A recent Stockton University Poll released in the weeks prior to the Election showed Mazzeo leading Polistina by a 48 percent to 41 percent margin. The same poll also showed Assemblyman Armato and Commissioner Fitzpatrick leading their Republican rivals with 24 and 23 percent of the vote respectively.

Legislative District 3 (Cumberland, Gloucester and Salem)

Senate President Stephen Sweeney and his running mates, Assemblyman John Burzichelli and Assemblyman Adam Taliaferro Trail Their Republican Challengers.

Senate President Stephen Sweeney (D), the state's longest serving legislative leader in New Jersey history, and his running mates, Assemblyman John Burzichelli (D) and Assemblyman Adam Taliaferro (D), have long been the standard bearers for South Jersey Democrats. This year, the Senate President faced a surprising challenge from Ed Durr, a commercial truck driver, who appeared on the ballot in 2019 for the New Jersey General Assembly. Durr was joined on the campaign trail by Beth Sawyer and Bethanne McCarthy-Patrick in the heavily rural district. On Election Night, the Republican ticket outperformed expectations and put the Senate President's team in the political fight of their lives. As of this writing, and with outstanding vote-by-mail and provisional ballots still to be tallied, reports have Senate President Sweeney down by as many as 1,500-2,000 votes. Sawyer and Patrick lead the long-term incumbents with 26.1 and 26.2 percent of the vote respectively.

Legislative District 8 (Atlantic, Burlington and Camden)

On Election Day closed out Assemblywoman Stanfield and her running mates, Hammonton Councilman Torrisi and

Continued...

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

Kirikian 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
or call us at 609.586.8818

Made with Pride
in the USA



SINCE
1997

Acting Manchester Township Administrator Umba, Recaptured the Senate Seat for the Republicans and held onto two Republican Assembly Seats.

After the 2017 Election, Senator Dawn Marie Addiego (D) switched her party affiliation from Republican to Democrat and joined the Senate President's leadership team. This cycle, she was joined on the Democratic ticket by Mark Natale, an attorney, and Lenape Regional High School Board of Education Member Allison Eckel. The Republican ticket was comprised of Assemblywoman and former Burlington County Sheriff Jean Stanfield (R) for the State Senate, and Hammonton Councilman Michael Torrisi (R) and Acting Manchester Township Administrator Brandon Umba (R).

The Burlington dominated district, which has 9,000 more registered Democrats than Republicans, is an area in which the Democratic Party has seen an opportunity and invested heavily in efforts to unseat the Republican's hold on the district. The Senate candidates, whose efforts also focused on pulling their running mates to victories, squared off on a range of issues, including dark money support, and Senator Addiego's party switch. On Election Day, Assemblywoman Stanfield and her running mates prevailed, defeating their Democrat rivals.

Legislative District 11 (Monmouth)

Republicans Capture Two Assembly Seats, while the Senate Race is too close to call in a battle at the Jersey Shore. In 2017, Senator Vin Gopal garnered the seat by hard work through his role as county Democratic Chair despite the district being a Republican leaning area. This year, Gopal and his running mates Assemblywoman Joanne Downey and Assemblyman Eric Houghtaling faced spirited challenges from Lori Annetta, who ran for State Senate, and Assembly nominees Shrewsbury Councilwoman Kim Eulner and Marilyn Piperno. Over the course of the campaign, the Gopal team highlighted their efforts throughout the COVID-19 Pandemic, specifically highlighting their role in passing legislation to provide \$400 million in relief to small businesses and ensure easy access to COVID-19 testing and vaccination.

Their Republican counterparts hit their opponents on funding cuts for the district's schools and Democratic policies that led to the closure of small businesses and the raising of health insurance during the COVID-19 Pandemic. As we go to press, it appears that incumbents Houghtaling and Downey have lost their seats to the challengers. The Senate contest between Gopal and Annetta remains too close to call.

Legislative District 16 (Hunterdon, Mercer, Middlesex and Somerset)

Republicans Lose Senator Kip Bateman's Senate Seat and Democrats Capture Two Assembly Seats in Gubernatorial Candidate Jack Ciattarelli's Home District. With Jack Ciattarelli leading the ticket, local Republican leaders were optimistic that

they could defend the State Senate seat held by retiring Senator Christopher "Kip" Bateman (R). The Republican Party nominated former Congressman Michael Pappas to defend the seat, where he squared off against Assemblyman Andrew Zwicker. The Republican ticket was filled out by Manville Councilman Joe Lukac and Readington Board of Education President Vinny Panico. Their opponents for the General Assembly included two-term incumbent Roy Freiman (D) and former Montgomery Township Mayor Sadaf Jaffer.

On the campaign trail, the Democrat ticket outspent the Republican campaign by a wide margin, where an influx of money came in from Super PACs. After Election Day, the influx of provisional and vote-by-mail ballots were enough to carry the Democrats to victory.

Governor Phil Murphy (D)

Governor Phil Murphy (D) and challenger former Assemblyman Jack Ciattarelli (R) square off in a race that at press time was still too close to call. While the race has been called by the Associated Press, Ciattarelli has yet to concede, noting that there are still ballots left to be tabulated.

Murphy, a progressive, ran on his handling of the COVID-19 Pandemic, as well as his administration's legislative accomplishments, which included raising the minimum wage, enacting equal pay and paid family leave and a millionaire's tax. Throughout the course of the campaign, Murphy painted his rival as an acolyte of former President Donald Trump (R) and argued that Ciattarelli's policies would, "...move New Jersey backward, not forward."

Governor Murphy secured endorsements from national Democrats, including President Joe Biden and Vice President Kamala Harris, the New Jersey Education Association, the Sierra Club of New Jersey, the *Star Ledger*, and several labor unions.

His opponent, Ciattarelli, ran a campaign championing his New Jersey roots, and his vast legislative experience, having served three terms at each the local, county and state level. His platform called for a simplification of the state's tax code, lowering the state's high property taxes by reworking the school funding formula, and cutting the state budget by \$10 billion. Additionally, Ciattarelli's campaign bashed the Governor for his handling of the COVID-19 Pandemic, specifically highlighting the death of nearly 8,000 residents in the state's nursing and veterans' homes, and how Governor Murphy's policies directly resulted in the closure of one-third of the state's small businesses. Lastly, Ciattarelli hit Murphy on mask and vaccine mandates, which he believed are a parental decision, and not the government's role.

NC



Sam Weinstein

Sam Weinstein is a lobbyist/strategic advisor/government affairs for Princeton Public Affairs Group (PPAG) in Trenton, NJ, the association's lobbying firm. You can reach Sam at sam@ppag.com

WE DIDN'T WAIT FOR THE

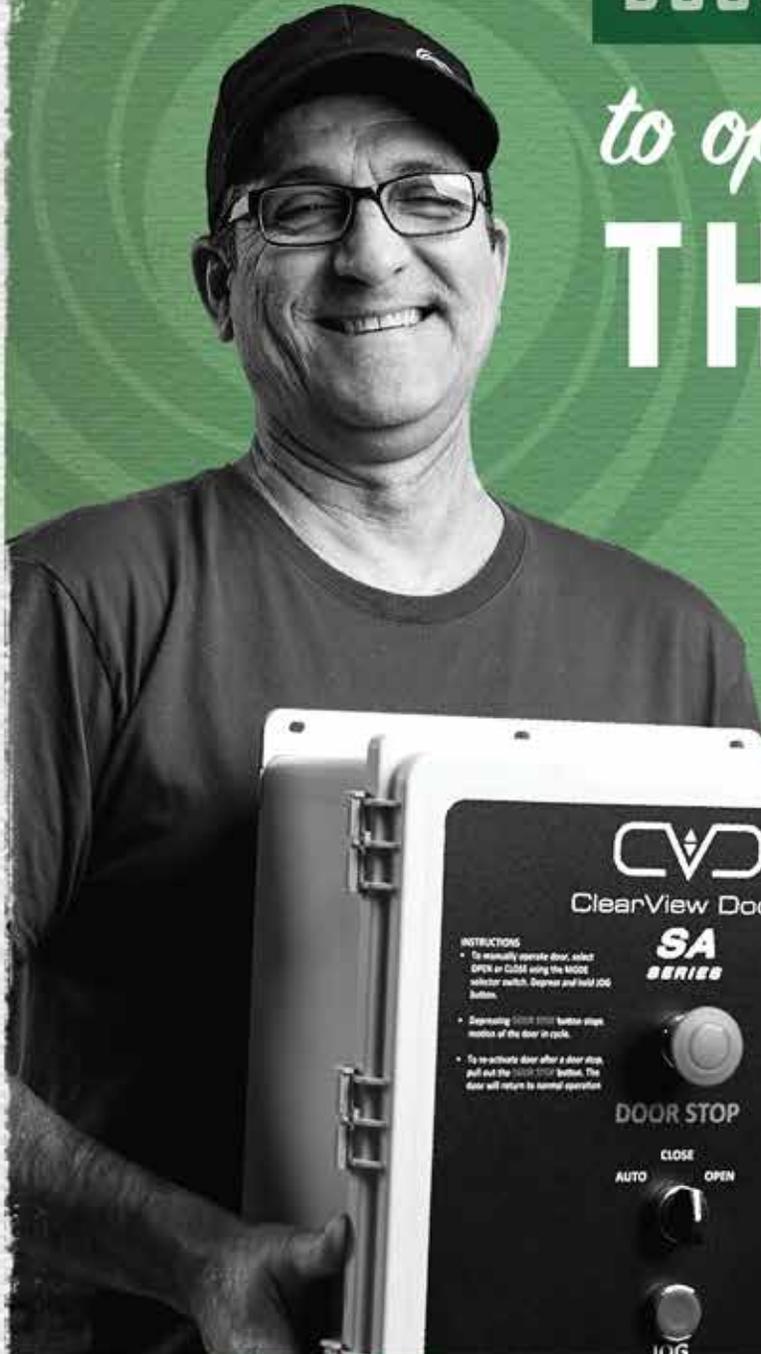
DOOR OF OPPORTUNITY

to open. We created

THE DOOR

and opened it

OURSELVES.



JORGE RODRIGUEZ - 1.5 YEARS

GALLOP
BRUSH CO.
BETTER BRUSH OBSESSED.
MADE IN THE U.S.A.

Quality is everything. Customer service is everything. Our employees are everything. And that means when you buy Gallop, you get it all. Like the ultra-dependable all stainless-steel Gallop ClearView Doors®; a windbreak designed to keep the heat in and the wind out while maintaining visibility. We're car wash people doing what we do best, your car wash is the reason we do it.

FOR MORE INFORMATION, VISIT US AT GALLOPBRUSH.COM



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@liberty24-7carwash.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

Green Clean Wins “Best Of” Awards



Green Clean Express Auto Wash, Norfolk, VA, has been recognized as the top-ranked carwash in multiple cities as part of the annual “Best Of” contest sponsored by Virginia Media, according to a company press release. Formerly known as The Virginian-Pilots’ People’s Choice Award, “Best Of” is a contest where Hampton Roads consumers nominate and vote for their favorite businesses in numerous categories.

Green Clean Express placed first in Portsmouth, Suffolk and Norfolk, winning the Gold “Best Car Wash” in all three cities. The company also grabbed second place Silver honors in Chesapeake and Virginia Beach. “At a time when we are expanding steadily across the region, it is deeply gratifying to be recognized with “Best Of” awards in all of the cities in which we currently operate,” said Shawn Everett, founder of Green Clean Express. “Our team members take great pride in offering our customers the best carwash experience possible, and we’re very appreciative that our efforts do not go unnoticed.”

In May 2021, Green Clean Express was acquired by Express Wash Concepts (EWC), the parent company of Central Ohio-based Moo Moo Express Car Wash; Dayton, Ohio-based Flying Express Car Wash, Greater Cleveland and Pittsburgh-based Clean Express Auto Wash and CleanTown USA, a Toledo-based Meyers Auto Wash. EWC plans to open more than 50 additional locations by the end of 2022, with 20 of those under the Green Clean Express brand across Virginia, Maryland and North Carolina.

NC

For more information visit expresswashconcepts.com

**President’s Letter
returns in the
spring issue.**

Some Self-Serve Noise Recommendations for College Park

Just read your article in the Northeast Carwasher's fall issue about the trouble you've been having with excessive noise at your self-serve site and I empathize with you. I have been in the self-service carwash business for about the same number of years as you, and the noise, trash and customers congregating at our facilities has always been a problem.

We have dealt with it in different ways over the years based on the location and types of complaints we were receiving. I have, in the last few years, sold all of my carwashes except one (which is actually two locations across the street from each other).

What we are currently doing at our New Brunswick, NJ, location is to close one of our buildings (the larger one with five bays) at 7pm. The second smaller location, a four-bay site, we close at 10pm. This has worked out for us and has kept the city from issuing nasty letters and prevented further action on their part. I have an employee who attaches a chain across the entrance and exit of the five bay at 7pm, but he also hangs out for a while and asks our valued customers to leave the premises (four bay) if they are not washing or vacuuming. If they do not cooperate, he will call the police and

they will respond to enforce our "No Loitering" signs. It's not a perfect system, but it is working.

We don't do a lot of business in the late night and early morning hours, and it's just not worth the aggravation to stay open. In prior years, we were open 24 hours, and there were other problems associated with that. Our business is doing very well with the hours of operation as noted.

Another thought is to only leave two or three bays open after a certain hour by completely chaining off a section of your facility. That would leave a smaller footprint for people to hang out, or just close the business totally at a certain hour. I believe your customers will adjust to your hours of operation.

I hope this sheds some insight into your problem, and I wish you the best!

Ed Cincotta

E-Z Car Wash, New Brunswick, NJ

Letter sent in response to an article by College Park's Dave DuGoff on excessive noise at his location.

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



Car Wash Walls with Extrutech FORM Panels

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

Call TODAY For Details!



Suspended Ceiling and Doors also Available

20 YEAR LINER PANEL WARRANTY

EXTRUTECH EPI PLASTICS, INC.

Interlocking Wall & Ceiling Liner Panels

ICC-ES ESR-4583

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



EPI
Extrutech Plastics, Inc.

EXTRUTECH PLASTICS, INC.

Phone: 888-818-0118

www.epiplastics.com



MADE IN THE USA

Manufacturing American-Made PVC Panels for 30 Years!

ISO 9001:2015 QMS Certified

Ashley's Car Wash Markets at the Fair

MCA President, Mike Ashley and his wife Heather, again participated in the Shenandoah County Fair in Woodstock, VA, August 26-September 4, to promote their washes and their community. The 2020 fair was cancelled due to COVID.

The first fair was held here in October of 1917. Single admission pricing that year was 50 cents a person with season tickets going for \$1. Regular admission is now \$7 for those 13 and older. The fair promotes area agriculture and business. What a creative and fun way to showcase your wash, Mike and Heather! **NC**

The 2022 Shenandoah County Fair is
August 25-September 3.
For more information visit shencofair.com



The Koontz Family stopped by the Ashley's Car Wash booth to ham it up a bit!





CERAMIC WHEEL PROTECTANT

FREE SET of CTAs with Startup Package!

ADD INCOME - INCREASE SALES

CERAMIC WHEEL PROTECTANT

- New Revenue Source
- Keeps Wheels Clean
- Fights Brake Dust
- Applied On-Line
- Build Customer Loyalty

Scan to Get More Information:



wheel-eez.com/wheelprotectstarter

(800) 394-9550

wheel-eez.com

MAKE 2022 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[™]

unique car wash environments
and more...

800 - 511 - 7208

www.modernwash.net

ALL IMAGES SHOWN COPYRIGHT © MODERNWASH 2022

Celebrating Over 30 Years of Innovative Structures





OFFICERS

President - Patrick Mosesso

Auto Bright Car Care
105 Hollis Street Framingham, MA 01702
W: 508/879-3585 M: 617/799-9565 F: 781/762-1465
pfmosesso@gmail.com

Immediate Past President - Mat Painsner

ScrubADub
172 Worcester Road Natick, MA 01760
W: 508/650-1155 x241 M: 315/254-8118 F: 508/655-9261
mat@scrubadub.com

VP/Operators - Jeffrey Katseff

Turnpike Car Wash
80 1/2 Newbury Street, Rte 1 Peabody, MA 01960
w: 978/535-3348 M: 978/808-4188 F: 978/535-8802
jeffrejkatseff@gmail.com

VP/Suppliers - Chris Zona

AutoWash Technologies
P O Box 999 Hanover, MA 02339
W: 888-767-9274 x858 M: 617/688-7891
Czona@autowash.net

Treasurer - John Shalbey Jr.

Rojo Company
69 Providence Highway Norwood, MA 02062
W: 781/762-8280 M: 781/589-2130 F: 781/762-1465
john@rojocarwash.com

OPERATOR DIRECTORS

Tony Lombardo - Scrub-It Car Wash
89 N. Main Street Carver, MA 02330
W: 508/866-4775 M: 774/319-6851
scrubcarwash@gmail.com

Derek Mourad - Neponset Circle Car Wash
815 Gallivan Boulevard Dorchester, MA 02122
W: 617/288-1581 F: 617/288-2257
info@neponsetcirclecarwash.com

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

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

Chris Vercollone - Briteway Car Wash
424 Washington Street Norwell, MA 02161
W: 781/934-7300 X.8142 M: 774/454-3068
cvercollone@vercenterprises.com

SUPPLIER DIRECTORS

Matt D'Souza - Washify Services
1208 VFW Parkway Ste 305 West Roxbury, MA 02132
W: 617/350-0837 M: 857/350-0837 F: 508/861-0468
matt@washify.com

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

Michael Snow - Maintenance Tech
235 Riverside Industrial Parkway Portland, ME 04103
W: 207/775-1516 M: 207/899-6245 F: 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

NECA NEWS

PRESIDENT'S LETTER

The outlook for our industry is strong, an opinion shared by many at the Northeast Regional Carwash Convention (NRCC) in Atlantic City in October, where I spoke to many operators and suppliers. A record number of participants attended to learn, plan and look for new ideas to grow their businesses in the year to come. The optimism was contagious and most evident during the session, "Industry Titans Talk Consolidation, Transformation & A Bright Future," which discussed the outlook of a strong carwash industry for the foreseeable future. During the well-attended "Early Bird" session, hosted by the New England Car Wash Association (NECA), I polled the audience for who wants to expand their operations with new sites and a majority of hands went up!

In November, the NECA changed up its usual fall event to include a live, mini bus tour. We visited two sites, Rojo Car Wash of Norwood and Walpole. The first had extensive renovations and the latter was built in 2020. We continued to Patriot Place, home to Gillette Stadium, for a tour of the Patriots' Hall of Fame. Attendees watched a historic motivational movie about the Patriot's teamwork, and viewed many artifacts and stories of the famed New England Patriots. The event continued with a social event at CBS Sporting Club, where suppliers and operators were able to connect and socialize.

The NECA's board continues to evolve with new board members and several more "on deck" for 2023. We continue to invest in our Reputation Management Program, which promotes commercial carwashing as the safest and more responsible way to wash a vehicle. The program is deploying ads via social media using Carwashsafe.com and our exclusive carwash locator tool to direct consumers to the closest NECA member carwash that enables the NECA to use its resources equitably among its members using zip codes to target customers in every city and town, for each NECA member carwash location.

The NECA will hold its winter meeting with a keynote speaker that will provide valuable guidance on how to acquire, but equally as important, keep and motivate your current team during and after this Pandemic. You can register for this meeting at newengland-carwash.org

Please continue to use safe measures for yourself, your co-workers and loved ones so we can knock out this virus and get back to normal.



Patrick Mosesso, NECA President



Meet New Board Member Chris Vercollone



Chris Vercollone has joined the New England Carwash Association (NECA) Board of Directors as an Operator Director. He and his brother Nick, with guidance from their father,

Paul, run the Briteway Carwashes owned by VERC Enterprises. industry's evolution, and would like to further encourage the sharing of best practices and industry improvements, especially in technology and marketing. The NECA board welcomes Chris and looks forward to working with him. **NC**

Paul, run the Briteway Carwashes owned by VERC Enterprises.

Like so many others in this industry, Chris has worked at the family washes through his high school and college years. He went on to earn a Bachelors Degree in Psychology, and for several months after college he worked as an assistant manager at VERC Briteway's convenience stores. He then entered the corporate world, first serving as an account executive for Blue Cross Blue Shield, followed by owning a convenience store and gas station for four years, and then working as a broker for both domestic and international insurance agencies. After that time, he returned to VERC Enterprises as the Marketing Director for the companies 34 locations that includes the Briteway carwashes.

Chris is now working in the carwash industry full time, and for nearly two years he has run operations for the two Briteway locations with younger brother Nick. He concentrates on the administrative and finance side of operations, but is also hands-on at the carwashes.

Chris views joining the NECA Board as both an opportunity to learn and a chance to contribute. He is optimistic about the

It's Membership Renewal Time!



You have several easy 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 and click on "Join Now."
- Review and edit the renewal invoice mailed to you and fax it to 781/245-6487 with credit card information.
- Contact the NECA office (info@newenglandcarwash.org - we will call you back) about convenient, quarterly, automatic dues payment. **NC**

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

CROSS | PORTSMOUTH
INSURANCE

**PROTECT THE BUSINESS
YOU'VE BUILT**

- GENERAL LIABILITY
- WORKER'S COMP
- BUSINESS ASSETS

MEEGHAN S. SHECKLER | ACCOUNT EXECUTIVE
207.347.1903 | meeghan.sheckler@crossagency.com



Picture Perfect Day for The NECA Golf Outing

The New England Carwash Association's (NECA) Annual Golf Outing was held on a warm, sunny September 14 at the Marlborough Country Club in Marlborough. Seventeen foursomes hit the links early for a full day that included golf, lunch on the course, golf cannon and putting contests before heading back to the club house for a reception,

prize drawings, recognition of the 2021 Scholarship winners and dinner.

Since the NECA Golf Outing is for fun and charity, the real winners are Cradles to Crayons and the NECA Scholarship Program. A total of \$6,000 was donated to Cradles to Crayons and \$2000 to help fund the 2022 NECA scholarships. Since the first outing in 2010, \$93,735 has been

donated to a variety of charitable organizations. Cradles to Crayons is an organization that helps acquire, process and distribute children's essentials such as new diapers, baby wipes and hygiene products to some of Boston's hardest hit families. It's mission is to provide children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive — at home, at school and at play. They supply these items free of charge by engaging and connecting communities.

Cradles to Crayons

To learn more about Cradles to Crayons visit cradlestocrayons.org

Golf Winners Included:

- 1st Place Team: Allston Car Wash
- 2nd Place Team: Scrub-It Car Wash
- 3rd Place Team: Washify Services
- Men's Long Drive: Matt Delaney
- Closest to the Pin: Josh Noonan, Frank DiTommaso
- Straightest Drive: Jim Waterman
- Golf Cannon: Jeffrey Katseff
- Putt for Prize: Harry Willey
- Passport Drawing: Craig Wheeler

Paul Vercollone conducted the live auction for big prizes (a ocean fishing trip, a sailing cruise, Red Sox tickets) and many took home a variety of raffle prizes including a doorbell security system, a golf bag, a Flip4 Bluetooth speaker, restaurant gift certificates, air buds and more. **NC**

The Outing was made possible through the support of dozens of participants and the generosity of industry sponsors.

AUTOWASH TECHNOLOGIES
SINCE 1992

"We exist at the intersection of innovation and experience."
- Christopher Zona | Founder

PETIT AUTO WASH EQUIPMENT | **Qual Chem** JOIN THE GREEN TEAM | **VACUTECH** | **WASH WORKS CITY**

www.AUTOWASH.net | (888) SOS-WASH

Winter event to address staffing challenges



Finders Keepers: How to Find, Retain And Motivate the Best Employees

Do you want happy employees? Are you challenged with finding reliable help for your carwash? Do you find yourself short handed or struggling to motivate your team? The New England Car Wash Association's (NECA) Winter Dinner & Program, January 25, at the Four Points Sheraton Conference Facility in Northwood, NH, from 5:30-9:00 pm, will highlight innovative practices for recruiting, hiring and keeping the best talent through engagement. Every attendee will leave with a tool kit to improve people strategy at their business.



Laurie Glaude

Our event's keynote speaker is Laurie Glaude, CEO & President of Aurora Business Solutions. Ms. Glaude is a Human Resources Professional and Consultant with expertise in providing human performance strategy, direction and innovative people leadership solutions



for today's complex business environments. Her breadth of experience crosses many industries including manufacturing, wholesale distribution, and grocery retail as she previously held HR leadership roles at Shaw's, Shop 'n Save, Farm Fresh Food & Pharmacy and more. To learn more about Ms. Glaude, SHRM-CP, PHR, CEP, CC; MBTI Practitioner

Principal Consultant visit www.aurorahelps.com

NC

To register visit newenglandcarwash.org



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

NECA's Reimagines Its Fall Event

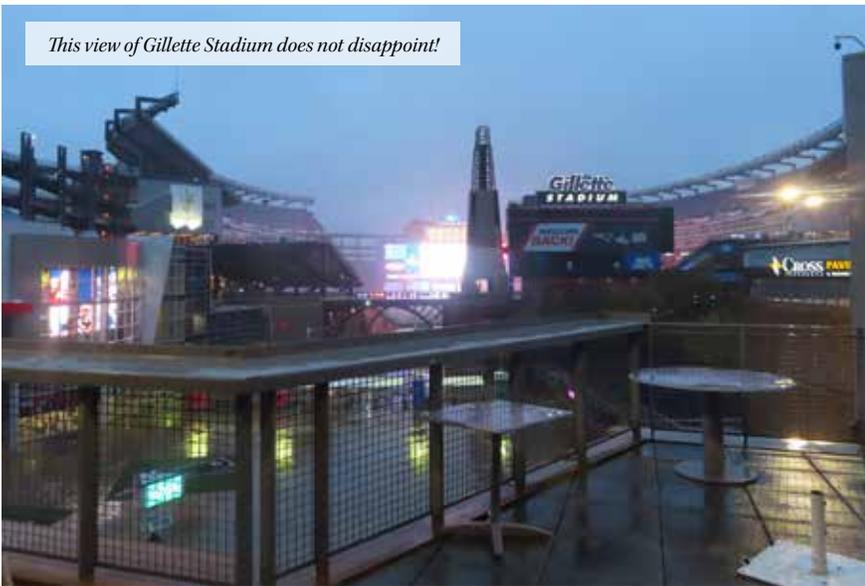
Not even a Nor'easter could not dampen the spirits of nearly 90 attendees on October 26 at the New England Carwash Association's (NECA) Fall Event. Event registration included a chartered bus and Hall of Fame tours, and all the festivities at CBS Sporting Club.

The chartered bus sponsored by Sonny's Car Wash Services Northeast departed for the first tour of remodeled RoJo on Rte. 1 in Norwood at 1pm. Presenting sponsors included AutoWash Technologies, Simoniz and Vacutech. The next stop was the new RoJo on Rte. 1 in Walpole. Presenting sponsors included DRB,

Modernwash and Sonny's Car Wash Services Northeast. The buses then dropped attendees off at Patriot Place for the Hall of Fame tour sponsored by Washify.

The association had the entire CBS Sporting Club, overlooking Gillette Stadium, for the annual meeting and reception sponsored by Autowash Maintenance Corporation, Cross Insurance and National Carwash Solutions. Brief State-of-The-Association reports were presented by Treasurer John Shalbey and VP and Membership Co-Chair Jeffrey Katseff. Past President Bob Katseff conducted the election for the 2022 Board of

Continued ...



Darold Evans and Paul Vercollone get a chance to catch up.



The RoJo Car Wash in Norwood was recently remodeled and the first stop on the mini tour.



Nearly 90 enjoyed a day that included two wash stops, fun at the CBS Sporting Club and a tour of the Hall of Fame.



The Simoniz team took a break for a few well-deserved beers!



The reception was held at the CBS Sporting Club overlooking Gillette Stadium.



The second site featured was another Rojo Car Wash in Walpole.



Washify representatives got a chance to catch up and bond.

NECA's Reimagines Its Fall Event ... *continued*

Directors. The microphone was then handed back to President Patrick Mosesso who presented the 2021 "You Make It Happen" award to a surprised Mark Delaney. Mark's brother Mike, and father Chuck, were there to celebrate this honor.

The remainder of the evening included socializing and enjoying a generous buffet. The goal of the event, which took the place of a more traditional fall dinner and program, was designed to bring the association back together in a lively and fun manner. Thanks as well to the generous sponsors for their support of this unique event. **NC**

The team from Global Partners in Waltham soaked up the fun.



Mark Delaney received the NECA's "You Make It Happen" award. It was presented to him by NECA President Patrick Mosesso.

The DRB team of Matthew McNamara and Chris McFadden enjoyed the event.



Mark Delaney, "You Make It Happen"

This year's recipient of the New England Carwash Association's "You Make It Happen" award is a quiet guy who really gets things done. In fact, when he was growing up, that quiet served him well. He became the most popular caddy at the country club down the street from where he grew up, eclipsing his two brothers in popularity. The golfers just really liked his quiet competence.

Our honoree is a sports enthusiast, and golf is his passion. He golfs with his brothers as often as he can. Skiing comes next. In high school, he was a member of the ski team and in winter, he skis with his brother at Stowe in Vermont.

As is the case with many of the New England Carwash Association (NECA) members, carwashing is his family business. Mark started vacuuming cars as a teen and as soon as he could drive he would load the vehicles onto the track. But, he didn't enter the family business right away. He studied business in college after which he worked for a big financial firm — not the most satisfying experience, however. His brother Mike and mother assumed responsibility for day-to-day carwash operations, but they needed help. That is when Mark, a detail oriented, hard worker joined his



Allston Car Wash's Mark, Chuck and Mike Delaney.

brother Mike at Allston Car Wash, a great help to his mother and dad.

Mark served on the NECA Board of Directors from 2017 through 2019. During that time, he logically worked with the golf outing committee but his service to NECA did not end when his term on the Board concluded. This is something that does not happen often. Mark agreed to take on the outing chairmanship when Patti Kaplan retired from that role, a hard act to follow. In fact, his very first outing in 2018 was so successful, that despite being held during a Nor'easter, we made our largest charitable contribution to date, only exceeded by

the 2019 outing. He did the legwork for the 2020 outing, which unfortunately could not be held, but the 2021 Outing was a great success, again, thanks to his leadership.

Mark Delaney is really close with his family. He is the youngest of four M-named siblings known as the M & M's. He is living the bachelor life right now so we are fortunate he is willing to spend so much time planning and coordinating our golf outing.

For stepping up, not stepping out, and for doing it so very well ... Mark Delaney, "You Make It Happen!" **NC**

Unrivaled Formula. **Ultimate Protection.** Longer Lasting Shine.



CERAMIC-INFUSED VEHICLE PROTECTANT

• **ULTRA HIGH GLOSS SURFACE
PROTECTANT & REPELLENT**

THE COMPLETE TOTAL BODY PROTECTANT by FORMULA FINISH

Bonding at a molecular level, the Ceramic Coat process forms a durable shield that is resistant to dirt, bird droppings, contaminants and water. The layering process provides superior hydrophobic water repellency and a longer-lasting shine.

Unrivaled Formula

- Advanced layering process integrated into the process

Ultimate Protection

- Resistant to dirt & environmental conditions to keep car looking its best

Longer Lasting Shine

- Creates a hydrophobic surface producing exceptional gloss & color depth



**FORMULA
FINISH**

A Division of Autowash Maintenance Corporation
90 Canal Street Malden, Massachusetts 02148
sales@autowashmaintenance.com | www.formulafinish.com



For additional info
(800) 395 2155



OFFICERS

Walt Hartl, president

Hoffman Car Wash
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

518-588-6829 • 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@knc Holdingsinc.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

NYSCWA.COM

PRESIDENT'S LETTER

By now the temperatures have dropped in the Northeast and hopefully everything is falling into place to create ideal conditions for washing a massive amount of cars this season. We are fresh off the 2021 Northeast Regional Carwash Convention (NRCC) and I would like to congratulate the entire volunteer board of the NRCC, especially this year's host, the Mid-Atlantic Car Wash Association, for an outstanding effort. A very special "thank you" to Dave DuGoff and Mike and Heather Ashley for their guidance and leadership during what can only be described as a challenging, at best, undertaking in 2021. There is a tremendous amount of planning and logistics that go into the coordination of this show and the board, along with Suzanne Stansbury and Event Coordinator Heather Courtney, make it look easy, and trust me it is far from it.

I believe that much like the rest of the country, people were ready and willing to get back out there and that's why the 2021 NRCC was one of the most well attended in the 30+ year history for the event. Despite a smaller show floor, our first day attendance was at an all-time high. It was great to see everyone after the postponement of the 2020 show. To the vendors, manufacturers, suppliers and operators who attended THANK YOU for your continued support of our industry and our event.

Future Looks Bright!

The show and its attendees proved the resiliency of our industry. I have been to 28 years of trade shows and events and each year I come away energized and excited for the future. During this year's panel discussion "Industry Titans Talk Consolidation, Transformation & A Bright Future," the message was clear — the future of carwashing is bright. Members of all facets of the industry shared their thoughts on the future, reflected on the state of the industry and how they thought the industry would change due to the impact of improving technology, increasing labor costs, additional regulations, changing consumer habits, the evolution of washing solutions, consolidation and private equity investors looking to get into the carwash business. While none of us have a crystal ball and can accurately predict the weather or the future, several things are clear, the industry is evolving and changing, outside forces are causing operators and manufacturers to pivot and change direction. We all need to be flexible and adaptive, much like during the height of the Pandemic when businesses had to adapt to survive.

The carwash industry is built on innovation and the ability to quickly adapt to new ways of doing business. Conversations shared during the educational sessions, on the trade show floor or at the reimagined, all-inclusive Welcome Reception have always proven to me to be some of the most valuable. The friends I have made and their willingness to share has always been things that have made this industry and its people special and why I keep coming back. Whether this was your first NRCC or your 20th, I know you came away with something new that will help you improve your business and I agree with the "Titans" in that the future is bright for those who are willing to evolve.

I look forward to seeing you at one of our in-person events in 2022!



Walter Hartl, NYSCWA President

Association Keeps Watchful Eye On Predictive Scheduling



By William Y. Crowell, III

As a recap, in November 2017 the New York State Department of Labor (NYSDOL) issued a proposed predictive scheduling regulation. The proposed regulation established call-in pay requirements when shifts were cancelled on short notice or when employees were on call. In December of 2018, the NYSDOL issued a revised proposed rule with revisions based on feedback received from the business community. The business community generally, and the carwash industry specifically, were opposed to these revised regulations and testified against the proposed regulations at a hearing held by the Senate. Weather-related businesses were negatively impacted and their testimony underlined the problems with the regulations' impact on business.

In April of 2019, the NYSDOL issued a statement, "At this time due to the constraints of the regulatory process, the best course of action is to let their process expire and reevaluate in the future, likely in concert with the Legislature, which would have broader authority and better legal standing than the Department of Labor regulations alone to balance the various needs of workers, businesses and industries."

Former Governor Cuomo recognized the unpopularity and problems with this regulation. Its negative effect was felt by the polling industry which relies on "on call workers" and is indispensable to the political class. With increased exposure more groups like pollsters opposed the regulations.

The Pandemic put off any legislative discussion on this issue as it raised havoc with employment and workforce safety and reliability with COVID-19 infection upending schedules. Other economic issues took center stage, including were carwashes recognized as an essential business that was able to operate during the COVID-19 shutdown.

2022 Legislative Session Impact

The upcoming 2022 legislative session provides a very different situation in the following respects: Governor Hochul's position on predictive scheduling is at this point unknown, the business climate is rebounding from COVID-19, New York City has a local law on predictive scheduling recently upheld in a court challenge and there are several bills introduced in the legislature, which would mandate predictive scheduling.

A.3158 (Fahy) S.1214 (Benjamin) was introduced this legislative session. The Senate sponsor Brian Benjamin was appointed by Governor Hochul as Lieutenant Governor. This certainly indicates that one member of the new administration supports predictive scheduling. The bill applies to employers with 50 or more employees. Employers are required to discuss scheduling requests with their employees in good faith. In the event of a denial of the employee request the employer must state the reason for the denial including whether such reason is a bona fide business reason. The bill includes separate treatment for retail, food service or cleaning employers mandating specific requirements for reporting time, pay, split time pay and advance notice of work schedules. Cleaning employees as defined does not include car cleaning, it only applies to buildings.

S.468 (Hoylman) S.540 (Rozic) limits its application to retail, food service or cleaning employees for purposes of a predictable work schedule. Carwashes are not included in the definition of retail which applies to employers with more than 20 employees engaged in the sale of consumer goods.

The Fair Workweek Law in New York City creates a precedent which puts pressure on state legislators to continue to examine the adoption of predictive sched-

uling on a statewide basis. Although predictive scheduling has been quiet during the Pandemic, it remains an issue which could reemerge during the upcoming legislative session.

Hero Act Implications

Another question raised by carwash operators is the trigger for the implementation of the Hero Act. The designation of an airborne infectious disease by the New York State Commissioner of Health under the Hero Act requires all employers to implement workplace safety plans. On September 6, 2021, the Commissioner of Health designated COVID-19 as a highly contagious communicable disease. This designation has been extended by the Health Commissioner twice until 10/31/21 and subsequently until 12/15/21. This designation is subject to continuing review based on the level of transmission of COVID-19. There is no certainty as to when or if this designation will end. It is subject to continuing review.

NC



William Y. Crowell, III, Esq. is a partner with Dickinson, Avella & Vidal in Albany. You can reach him at 518/369-7961 or wcrowell@dickinsonavella.com

William Y. Crowell, III



Winter Safety Tips

By Meeghan Sheckler

As the cold weather is upon us, it brings an increased risk for injuries at the carwash. Whether it's ice build-up in the self-serve bays, a slip and fall in the parking lot or a fire that starts from a portable heater, here are things you can do as the owner/operator to prevent these types of incidents and mitigate risk at your carwash.

Under the Occupational Safety and Health Act of 1970, employers are responsible for providing a safe and healthy workplace for their employees. And although most of you follow these procedures, they should always be top of mind.

OSHA Requirements

Requirements from this act include:

- Providing working conditions that are free of known dangers
- Keeping floors in work areas in a clean and dry condition (as much as possible given the nature of the business)
- Selecting and providing required personal protective equipment (PPE) at no cost to employees and
- Training workers about job hazards in a language that they can understand.

As an owner/operator you can mitigate these risks by following these necessary procedures:

- ✓ Conducting daily walk-throughs at the beginning of every shift to look for potential hazards in the wash area and around the property.
 - › Is there a chance that someone could slip and fall on the ice?
 - › Do you have untrained employees handling chemicals?
 - › Are all of your employees properly trained on safety?
- ✓ Creating a checklist of operational observations:
 - › Do you have a standard training procedure for all new hires?
 - › Do you follow up during weekly, monthly and quarterly meetings to re-educate and help prevent any injuries?

A few examples of how to mitigate injuries:

Slip & Falls

- Clean up floors coated with soap, wax and oil.
- Immediately fix any uneven surfaces in and outside of the wash.
- Don't allow any ice build-up in the self-serve bay or the parking lots.



TIP:

Making employees aware of certain exposures can reduce the potential for injuries.

- Provide handrails when needed.
- Ensure floors are free of hoses, tools and electrical cords.
- Keep wash and parking lots free of trash and other debris.
- Use floor mats to help with slipping due to the wet/slippery floor.
- Ensure proper lighting in the wash area and parking lot.
- Always have another employee hold the base of a ladder.

Chemical Injury

- Ensure employees have been educated on safe handling procedures for chemicals per the chemical's Safety Data Sheet (SDS)
- Be sure to keep a record of all chemical's Safety Data Sheet: www.osha.gov/chemicaldata
www.osha.gov/sites/default/files/publications/OSHA3514.pdf

Electrical

- Be sure the equipment room is locked and allow entry for authorized and trained individuals.
- Be sure to train employees on electrical safety.
- If you are using a "Torpedo" type portable heater, dedicate someone responsible for placement and ensuring it is turned off.
- Ensure that the fan blades are covered to reduce the risk of employees being cut by the blades.

Proper Lifting

- Be sure to properly train employees for lifting (bend with knees).

Proper Footwear, Clothing, and Personal Protective Equipment (PPE)

- Are all employees wearing proper footwear that can help with traction as well as keep feet dry?
- Are employees wearing fitted clothing that can help from catching on equipment or tripping?
- Are you providing proper PPE and are your employees wearing it?

OSHA Resources:

OSHA page for employers:
www.osha.gov/employers

OSHA Free on-site consultation:
www.osha.gov/consultation

Lockout Tagout Procedure?

Provide your employees training on the Lockout Tagout procedure.

1. Announce shut off.
2. Identify the energy sources.
3. Isolate the energy sources.
4. Lock and tag the energy sources.
5. Prove that the equipment isolation is effective.

Do you account for all employees prior to starting up equipment?

Traffic Flow

- Are speed and tunnel entry rules clearly posted and enforced to reduce accidents?
- Do employees know how to safely respond to a driver not following direction without putting themselves in harm's way?
- Do employees know how to properly handle a pile-up in the tunnel?

Preventative Maintenance

- Do you have a preventative maintenance schedule to help keep equipment working properly and reduce the risk of injury?
- Who is responsible for keeping track of maintenance?

Emergency Reporting

- Ensure Employees/Managers know how to do proper Incident Reporting.
- Ensure Employees/Managers know how to complete a First Report of Injury for Workers' Compensation. www.osha.gov/sites/default/files/OSHA-RK-Forms-Package.pdf
- Who is responsible for following up on all incident reporting? **NC**

Meeghan Sheckler works with carwash owner/operators to help ensure that their washes are safe for employees and customers. If you are interested in speaking with Meeghan about your wash or would like help with training topics or a safety checklist, you can reach out to her at meeghan.sheckler@cross-agency.com or 207/347-1903.



Meeghan Sheckler



The Employment Equation

is changing faster than ever for employers.

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.



Kathleen M. Caminiti, Partner
kcaminiti@fisherphillips.com

fisherphillips.com

430 Mountain Avenue, Suite 303, Murray Hill, NJ 07974

Women in CARWASH
5th ANNUAL CONFERENCE

SAVE THE DATE!
JANUARY 17-19, 2022

Our upcoming **Women in Carwash™** conference will be held at the beautiful **B Ocean Resort** in Fort Lauderdale, Florida

For more information and to register please contact:
Andrew Klukas
phone: 1.778.772.3057
email: andrew@womenincarwash.com

Brenda Jane Johnstone
phone: 1.204.489.4215
email: bjj@womenincarwash.com

Sammy's Gets A Facelift



Sammy's Car Wash & Dog Wash Emporium in East Aurora, NY, recently underwent a major facelift that took a month and a week, and a village, according to owner Sam Cosmano. The renovation concluded just prior to the start of the busy winter washing season. Cosmano documented the journey on his Facebook page to keep his valued customers up to speed on the happenings and upgrades taking place at Sammy's.

Much of the work was done by Nick and Joe Muscarella of WNY Car Wash Systems in Corfu, NY, Engasser Construction of East Aurora, his cousin Mike Mctigue and many friends, family and of

What an attractive and well laid out ad to promote winter washing!

It takes a village and luckily, Sam Cosmano had the help of his good friend Joe (right) and cousin Mike Mctigue, who came out of retirement, to help with his recent renovation.



New cloth compliments of Sonny's. During the renovation Cosmano did not charge his club customers. And although the rehab took five weeks, he only lost one customer!



Although there's a whole lot of work involved in expanding the shelf for a conveyor to sit on and replacing it, in addition to rebuilding the correlator, WNY Car Wash Systems' Nick Muscarella said it was time. The conveyor being replaced at Sammy's lasted a good 32 years!



The renovation started in early October and wrapped up a month and one week later. It was done by WNY Car Wash Systems, Engasser Construction, Sam's cousin Mike Mctigue and good friends and family.

course, Sam himself! “The old conveyor was from ’89,” said Cosmano. “I was in my teens and my dad was in his ’50s. Fast forward and history repeats itself. My son and I are reliving that moment.”

The biggest undertaking was tearing out the 32-year-old conveyor and pouring new concrete. The old pad was 24” wide and the new one is 48” wide, according to Nick Muscarella. The new conveyor is from Motor City Wash Works and the cloth is Sonny’s, new wallboard was also added inside the tunnel as was a Laguna® rTC™ with a Washify POS unit. The total investment was between \$150,000 and \$200,000. “If you are smart, you buy and save up and then pull the trigger in your slowest months.” **NC**

Cosmano Honored

Sam Cosmano was honored on November 20 by New York State Assemblyman David DiPietro (R,C,I, East Aurora) with a proclamation from the New York State Assembly recognizing his years of service and dedication to the town of East Aurora. “Sam has spent his entire life engaging in and giving back to the town he loves. As a resident and lover of this town, my appreciation for Sam and all he does to make our home the best place it can possibly be cannot be overstated. A big thank you to Sam Cosmano for all you do. Never stop striving for better and fighting for what you believe in,” said Assemblyman DiPietro. **NC**

WNY CAR WASH SYSTEMS INC

SALES & SERVICE

**PROUDLY SERVICING FROM
UTICA TO CLEVELAND AND
EVERYWHERE IN BETWEEN**

**WE ARE THE DIFFERENCE
BETWEEN ADEQUATE AND
EXCELLENCE**

716-937-4761

WWW.INTERNATIONALDRYING.COM
INFO@INTERNATIONALDRYING.COM



160 CHICAGO ST. CARY, IL 60013
815-477-4911 / 815-477-7445 FAX

**THE
STEALTH**
PATENTED (SAT)
SMOOTH AIR
TECHNOLOGY

**QUIET
DRYER**
OVER 10,000 CFM
PER 10HP MOTOR



**A.I. CONTROL
PANEL**



“YOUR CAR WASH DRYING EXPERTS”



**STEALTH
INTELLIGENT
CONTROLS**



Rescheduled Mets Event Doesn't Disappoint



Despite a rainout on May 28, the New York State Car Wash Association (NYSCWA) pushed out its annual Mets Event to September 17 when the team took on the Philadelphia Phillies at Citi Field in Flushing Meadows/Corona Park, NY. The game saw the Mets fight back from an early lead by the Phillies, and unfortunately, their efforts fell short with a 4-3 loss to Philadelphia. "Every time we come to Citi Field, it's exciting and a really great day for our members and their families," said NYSCWA President Walt Hartl. "I wouldn't miss this event, and I'm so thankful we were able to hold it this year, albeit on a smaller scale."

COVID restrictions limited the number of attendees in the Porsche Party Suite to 35, but that did not dampen everyone's excitement at being back together and enjoying America's greatest pastime. "I've been involved in this event for more years than I care to remember, and every year it brings a smile to my face," said Event Coordinator Mike Bemosche. "You couldn't ask for a better venue. And you couldn't ask for a better group of operators in which to enjoy it."

This year's event was sponsored by Micrologic Associates, Ledgewood, NJ. **NC**

[For more information on the association visit nyscwa.com](http://nyscwa.com)



Tony Close and his son Brayden enjoy a memorable day at the ballpark!



Team Ziposhine, (Alyssa and Wayne Meda, Dan and Nazek Bell and Carolyn Meda), Josh Bell, who was also in attendance, was not pictured. Team Bell always supports the event. We thank them for that!



Event organizer Mike Bemoschè and his sidekick Walt Kemp.



The annual event was rained out in May, but rescheduled for September, and the weather actually cooperated!



The early arrivers to the game got to partake in an on-field photo op.

John Mouquin and his friend Chazz Barrone.



Jack Vallario, right, and his friend Michael are intent on the game.



Aurea and Victor Thomas made it a date night at the ballpark!



Brenden Freedman, Brendan Reihls, Alex Stansbury and Tyler Pantalone take a moment to pose for a shot before the game started.



Oh, I guess he couldn't help himself OR, he's from New England! We hope Robert Brown with Washify enjoyed his first NYCWA event!

The Best Small Businesses Use Cloud-based Accounting



By Kristen D. Berdar

If you're running your small business' accounting functions on a desktop, you're running out of time. Cloud-based accounting solutions offer better scalability, as well as real-time visibility, and other features that can give your business room to grow.

And, as your business keeps growing, you're going to run into more and more accounting challenges that will take time you don't have — especially when you're trying to scale your business. Using a cloud-based financial system is a much smarter and more efficient way to grow.

QuickBooks Complexities

Many small business owners start out using QuickBooks or similar on-premises accounting solutions. And those types of solutions may work well, at first, but when you start adding more locations and more complexity, you can run into a whole lot of trouble.

New locations sometimes operate as separate entities, each

requiring their own separate QuickBooks login. As you keep expanding, it can become impossible to maintain a single chart of accounts across your whole company, and closing the books can take weeks of effort. In addition, rapid growth often leads to costly data errors and huge challenges with visibility and reporting.

What Can the Cloud Do?

Moving to a cloud-based financial system can help you alleviate many growth-related challenges. The latest accounting solutions make it simple to create a single chart of accounts and multi-entity consolidations, eliminating the need for tedious data exports and manual number crunching. And, you can gain business-wide visibility, with the ability to drill down into Key Performance Indicators (KPIs) that interest you.

In addition, the best cloud-based accounting systems make it easy to integrate specialized applications, such as accounts payable, business management, expense management and hospitality applications. Such integrations minimize the need for manual data entry, with data instead fed directly and automatically into the accounting system. The resulting efficiencies can cut close times in half and eliminate hours every month that would otherwise be spent preparing reports. Instead of spending hours on manual tasks, automating with the help of these integrations and other advanced features in cloud-based solutions frees you/your employees to focus all their time on other aspects of your business.

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

800.965.6264

nbtinsurance.com/#/carWash

NBT | INSURANCE AGENCY LLC

Insurance Products Are: Not FDIC Insured | Not Bank Guaranteed | May Lose Value
Not Insured by any Federal Government Agency | Not a Bank Deposit

Use the Experts

Consider using this holistic outsourcing accounting solution to meet your needs. Well-organized, accurate, timely and meaningful financial information is the key to understanding your business operations and making informed decisions with best-in-class technology solutions that are customized, scalable, and offer real-time data to deliver the solutions growing carwashes need. **NC**



Kristen D. Berdar

Kristen D. Berdar is a partner with BST & Co. in Albany, NY. She has more than 25 years of experience in public accounting. You can reach her at 518/459-6700 or kberdar@bstco.com.

To learn more about this new member benefit visit virtualbst.com



Stop Using Yesterday's Information to Make Today's Decisions

Outsourced, cloud-based accounting services offered by BST Virtual Accounting Solutions provide better scalability, real-time visibility, and other efficiencies that save you time and money.

How Will Your Car Wash Business Benefit?

Efficiency

Cost Reduction

Expertise

Our team consists of experienced professionals that understand advanced operational accounting, business processes, and workflows to make managing the financial process most efficient.

Contact us today to learn about our accounting solution that allows you to get real-time information while saving you time to focus on managing your business.

Kristen Berdar, CPA, CMA

Partner, BST Virtual Accounting Solutions
KBerdar@bstco.com
518-459-6700
Virtualbst.com



“The team at BST Virtual Accounting Solutions (VAS) does a great job of providing proactive recommendations and financial review. Since we don’t have an IT or Accounting department, we rely on VAS to review our daily transactions and help with cash flow projections. We would not have been able to grow our business without the financial information VAS was able to provide or the peace of mind knowing experts were on our team.”

BST Virtual Accounting Solutions Client



Actively working together to make informed, confident decisions



I Am Grateful For...

By Ray Justice

Stop right now, just for a few seconds and think about something or someone you **appreciate**. Who or what has been good for you that you can recognize and be emotionally and mentally **grateful** for?

Once you do that, once you have that thought, take another few seconds and notice how and where you feel this in your body.

What does gratitude feel like to you?

What would it do for you if you kept part of this feeling with you during your day? In other words, if you could stay **charged and energized with gratitude**, would it make a difference in how things go?

This is the important part, **having the feeling**. In Stephen Covey's popular book, "The 7 Habits of Highly Effective People," he defines habit number two as, "**Begin with the End in Mind.**" Picturing, thinking about, sensing how an outcome will be, sets the stage, so to say, for better outcomes. It helps to keep the fear of failure out of our minds and that is where things start, with our thoughts.

Often when you have this success, this outcome, that something good has happened, makes you automatically feel grateful and appreciative. What would you attract by keeping this energy with you, ahead of time? Would you celebrate the future instead of worrying about it?

One way to find out is to **practice** the feeling as often as possible. Writing makes it more real, brings it alive and into the present moment where things are happening.

Each evening list five things you **feel quite good about, and grateful for**. Write what happened, or that you are aware of, or that felt good throughout your day. It does not need to be something huge, small things count — it's the feeling.

Again, if you develop the **habit of writing** it assists your awareness level along with your sense of **gratitude**. You will automatically, and subconsciously, seek things throughout the next several days to feel that way. It is also a wonderful energy to attract with. Very few will take the time to create the routine of writing daily but, after a while, those who do will get to experience the delight and its surprising gifts.

My mother (GGB, Great Grandma Bea) lived to be over 100 years old. One of her fascinating lifestyle habits was her morning exercises. First thing each morning she would, for at least 10 repetitions, move and rotate every joint of her body in each direction. Her one exception was lying down, knees bent to her chest when she would swing her bent legs from one side to the other. This exercise she did once for each year old she was alive. (She told me that when she was 97!!!)

Next, she used her fingers to count as she thought about each family member **because it made her feel appreciation for them**. Later in life she was up to 57 family members saying, "**You can't have too much appreciation.**"

GGB passed away a few months after her 100th birthday party with no arthritis, no aches and pains and no medical conditions. She still had a decent memory and walked at a good pace. She felt **Appreciation and Gratitude** at a deep level. It was part of her health.

Gratitude, Appreciation, Thankfulness

We need to know more; we need to sense more.

We need to feel and be more.

It changes things.

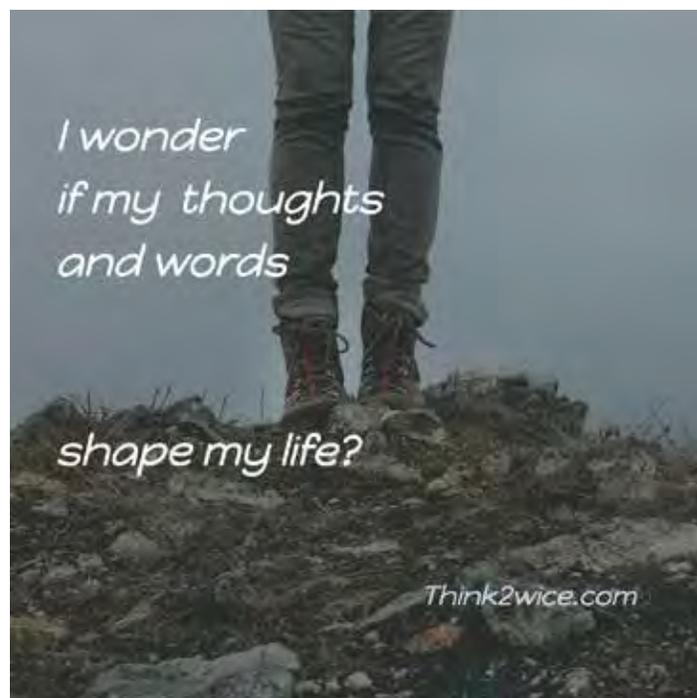
An example of what I appreciate and am grateful for:

- A helpful text message from Suzanne on article ideas
- The mystical, beautiful, view of the still river and its reflection
- Adding an out-of-town family visit to my calendar
- Progress on my upcoming poetry book, "Spiritual Arousal"
- Eating celery as a snack instead of chips and
- My even deeper awareness of **Intuition**. NC



Ray Justice

Ray Justice is an Entrepreneur, Poet & Creativity Explorer. He is a former carwash operator and past president of the NYSCWA. Visit him at ThoughtCompass.com or email him at Ray@RayJustice.com



Our Experience

Proven Designs

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.



Tunnels



Automatics



Self Serves



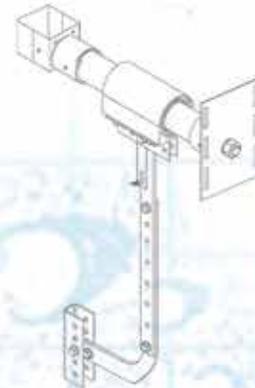
Truck Washes

~Polycarbonate Carwash Doors

~Insulated Washbay Doors

~Stainless Steel Garage Door Parts

~Air-Powered & Electric Operators



Visit Our Youtube Channel



Product Demo's | Maintenance/Repair Tips

AmericanTM
garage door supply inc.

1-800-233-1487

carwashdoors.com

Did You Know We Now Carry?

ULTIMATE

Parts and Components You Need to Keep Things Going



northeast carwasher

DIRECTORY OF ADVERTISERS

Aerodry Systems	7	Hamilton Manufacturing Corp.....	13
Airlift Doors.....	47	Huron Valley Sales.....	36
Amplify Car Wash Advisors.....	43	Innovative Control Systems (ICS).....	Back Cover
American Garage Door Supply.....	95	Innovatelt	19
Arlen Company Construction.....	79	International Drying Corp.....	89
Autowash Maintenance Corporation	83	J & M Car Wash Builders.....	57
Autowash Online.....	98	JoAnna Brandi & Company, Inc.....	39
AutoWash Technologies	46, 78	Kirikian Industries LLC.....	69
AVW Equipment Co.	97	Kleen-Rite Corp.....	3
Blendco Systems.....	37	Micrologic Associates	50, 51
BST.....	93	Modernwash Buildings and Solutions.....	75
Car Wash Systems, LLC.	57	Motor City Wash Works.....	41
Coast Commercial Credit.....	45	NBT Insurance Agency	92
Coleman Hanna Carwash Systems LLC.....	42	Petit Auto Wash	15
Corporate Consultants International, Inc. (CCI).....	12	Quinton Insurance.....	45
Cross Insurance Agency.....	77	Ross Brothers, Inc.....	60
DRB Systems, Inc.	17	Sergeant Sudz.....	22
ERC Wiping Products.....	45	Simoniz USA	2
Etowah Valley Equipment.....	25	SK Advertising.....	39
Extrutech Plastics	73	Sonny's CarWash Services Northeast	5
Fisher Phillips.....	87	Sonny's The Car Wash Factory	99
G & G Industrial Lighting	24	Washify.....	55
Gallop Brush	71	Wheel-eez.....	74
General Pump	33	WNY Car Wash Systems	89
Grace for Vets	52	Women in Carwash.....	87

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 2022 issue are due January 28, 2022.
Suzanne.Stansbury@icloud.com



The Original
BELT
CONVEYOR
SINCE 1998



SIMPLY WASH MORE CARS

AVW Equipment Company, Inc. | 105 S 9th Ave, Maywood, IL 60153 | 708.343.7738 | 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



AutowashOnline.com
TOP BRANDS AT GREAT PRICES

Design YOUR Vacuum Competitive Advantage

Cost Effective and Tailored to YOUR Needs



Vacuum Producer

Strong, durable, and dependable.
Enjoy peace of mind with very little maintenance.



Piping, Supports & Canopies

Elevate customer throughput, convenience and satisfaction,
while maximizing suction and lowering utility costs.



Filtration Devices

Sonny's and Autovac filter separators utilize cyclonic
technology to maximize airflow and minimize clogging.



Optimized Motor Controls

Vacuum IQ™ can cut energy consumption by 70% while
extending equipment life and reducing maintenance.



Increase Customer Satisfaction Today!

800-327-8723 Option 4 | sales@sonnysdirect.com



Offering Safe & Easy Contactless Transactions



LPR – License Plate Recognition Technology

- Simple and easy with **contactless** enrollment for club members.
- Car wash industry's highest accuracy of 97+%.
- Reward frequent customers with value added promotions.
- No windshield tag required.

Enjoy Contactless Transactions

- **WashNow! Mobile App:** Purchase without even putting your window down.
- **Contactless payment:** Pay for your wash with mobile wallets.



Corporate Office: 81 Highland Avenue, Suite 300, Bethlehem, PA 18017 | icscarwashsystems.com | 800.642.9396