



Visit the Simoniz Team at booth 501

THE NEXT GREAT ON-LINE OFFERING from SIMONIZ





An Evolution of "Infused" Surface Enhancements

- First, polymer-infused Simoniz DoubleBond™ with a 30 day bead-up warranty
- Second, <u>carnauba-infused</u> Simoniz Hot Wax and Shine® for shine & protection
- Third, ceramic-infused Simoniz Ceramic Sealant to seal in that shine
- 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 contaminates
- Oxidation and UV protection





KIEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY





CONTENTS

FEATURES

- 16 SOLD OUT Floor, Stellar Education On Tap at 33rd NRCC
- $20 \quad \text{Fred Grauer's Storied Legacy} \\$ In Carwashing
- $26 \quad \text{The } 8^{\text{th}} \, \text{Women in Carwash Conference}$ Leaves Inspiration in Its Wake

EDITORIAL

6 As I See It

DEPARTMENTS

- 8 Snippets
- 10 Newsworthy

COLUMNS

- Car Wash M&A, The Column
- Focus on Finance
- 38 JoAnna's Gems
- 40 The Marketing Maven
- 42 Venus & Mars
- 44 Doug's Perspective
- 50 Gary's Tech Tips
- 52 **Towel Tips**

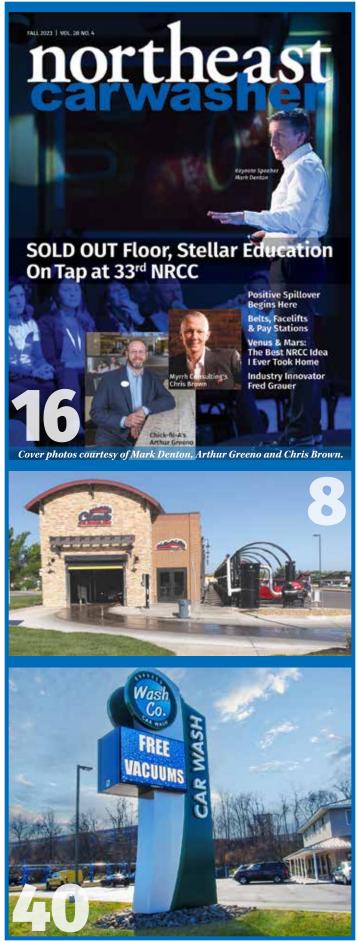
ASSOCIATION NEWS

- 54 CAP News
- 60 CCA News
- 62 CWONI News
- 72 MCA News
- 78 NECA News
- 96 NYSCWA News

ADVERTISING

- Classifieds
- Directory of Advertisers

... and more!



TIME TO RECLAIM YOUR WATER

AND YOUR PROFITS.



THE ULTIMATE RECLAIM SOLUTION

innovatelT's Reclaim Water Treatment System turns your backroom into a water treatment facility. **Produce high-quality, odorless reclaim water while minimizing chemical usage, maintenance, and clogged nozzles.**







AS I SEE IT

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 Winter 2024 issue are due November 3, 2023. 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

northeastcarwasher.com

"People want to feel... appreciated, included, valued, connected and important," writes long-time Northeast Carwasher columnist JoAnna Brandi. "They want to feel confident and supported, secure, acknowledged and recognized, part of something they believe in. They want to feel special, they want to feel proud, respected and trusted and in the case of employees appropriately challenged, accomplished and certainly well compensated. They want to feel happy."

JoAnna writes about these simple, yet powerful needs, in her column on Page 38. Positive spillover begins here, she says. Does it at your wash, distributorship or manufacturing facility? Does it in your daily life?

It all seems pretty basic, downright simple, in fact. Too bad we all don't do it better, myself included. The good news, though, is that it takes so little to make someone feel appreciated, valued and special. And we all know that positivity spreads to those around us. JoAnna's column tells us just how.

Have you been the recipient of the Starbucks customer in front of you paying for your drink? Or has someone, another stranger, complimented you on your haircut or new car? Remember the feeling? I have a special coffee shop that opened just prior to COVID. It's run by a colorful barista, whose equally colorful and kind staff, struggled to get the business off the ground. But I'm thrilled to report that Graham's Coffee Parlor celebrated its fourth anniversary over the weekend. The coffee shop is thriving and is always packed whenever I stop in. I can't eat most of what they sell, so I'm not a big spender, but I do get an iced vanilla latte a few times a week, tip well, and they know me by name. (They know me by name!) I can't tell you how that very small gesture makes me feel. On a whim, a few weeks ago, I brought the baristas a box of butter crunch, a local favorite, as a small "thank you" for being a port in the storm of life. Their surprise, excitement and genuine appreciation upon receiving that very tiny gesture melted my heart. As JoAnna says in her column, "Your job (as a businessperson) is to create great, memorable experiences. What kind of experiences do you want to create for yourself and your employees, and what kind of experiences do you want to create for your customers and community? The sky's the limit and the impact of even the smallest gesture can be HUGE!

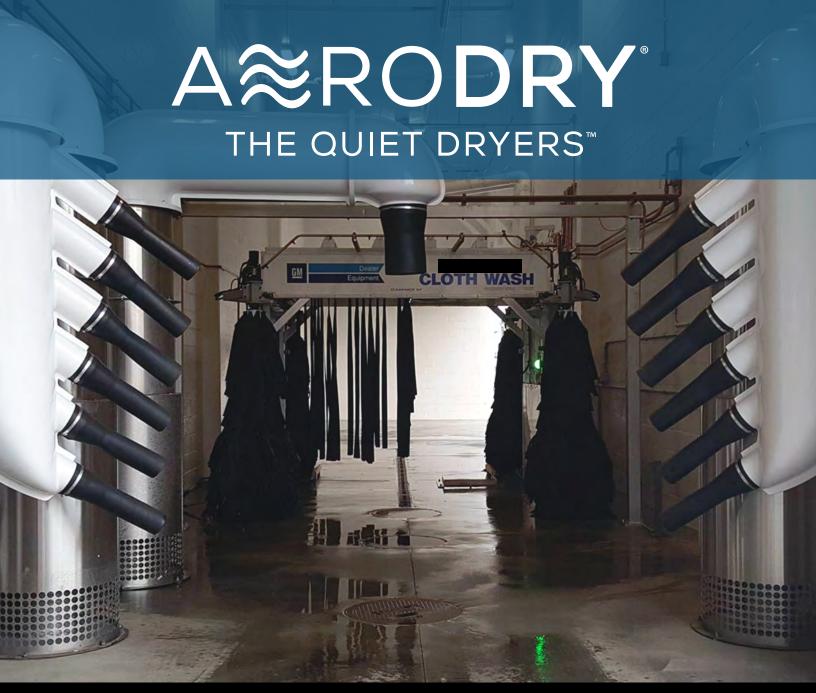
33rd NRCC Awaits

The countdown is on for the 33rd Northeast Regional Carwash Convention (NRCC), October 2-4, at the Atlantic City Convention Center. You can't get through this publication without knowing the event is looming! If you haven't registered yet, what are you waiting for? With a stellar lineup of education including a Keynote by leadership expert and accomplished sailor Mark Denton (sponsored by Micrologic and InnovateIT), and breakout sessions by Myrrh Consulting's Chris Brown and Chick-fil-A's Arthur Greeno (sponsored by DRB), on top of several other outstanding educational sessions and a Virtual Tour (sponsored by Sergeant Sudz) more well rounded than ever before take advantage of this event within driving distance. And, to top it off, the show floor is SOLD OUT. That's right, 385 exhibits is the maximum we can get in our current exhibit hall so start making a plan to hit as many as you can. And, make sure to come out in time to attend the Simoniz Celebration on Monday evening at the Hard Rock and the Welcome Reception sponsored by ICS on Tuesday at the close of the first day of exhibits in the ACCC Atrium. The Welcome Reception also includes two big giveaways — \$500 in cash and a Yeti cooler! Both events are open to all attendees

> and will afford you some down time and the opportunity to catch up with friends and make some new ones! You can read more on Page 16. If you haven't done so yet, register at nrccshow.com today. You'll be glad you did!



Suzanne L. Stansbury Editor/Publisher



OPERATING AERODRY BLOWERS ON VFDs FURTHER REDUCES ENERGY BILLS AND BOOSTS RETURN ON YOUR INVESTMENT.

VISIT OUR WEBSITE OR SEE US AT NRCC TO LEARN MORE.

Northeast Regional Carwash Convention October 2-4, 2023, Atlantic City Don't miss the Biggest Show east of Texas!!!

WWW.AERODRYSYSTEMS.COM

It Pains Me, But...



So, on a recent trip to a wedding in Kansas I stumbled across a shiny, new Club Car Wash. And, just like most of you, when I come upon a wash in my travels I stop and take a look. Well, a quick look horrified me, but drew me in nonetheless. Yes, horrified me as my alma mater's archenemy, the University of Kansas (KU), was front and center at this express site. (My alma mater being Kansas State University - GO WILDCATS!) But after all, I was in Lawrence, KS, the home of KU, so I tried to put my disdain aside and took a closer look at the signage promoting the fact that the wash is an "Official Car Wash of Kansas Athletics." Ok, kind of clever and worth sharing with our readers. Any chance you can get to cross market your wash, you should take it. So, Rock, Chalk, Chicken hawk (Jayhawk), I'll give you this one KU... but reluctantly! (The wash is also the Official Car Wash of the Kansas City Chiefs.)

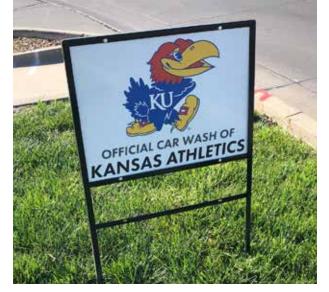
About Club

Club Car Wash was founded as a family-owned small business in 2006 under the Tiger Express Wash name. The first location was in Columbia, MO. In 2019, Tiger Express Wash rebranded as Club Car Wash. In 2020, Kansas City Chief's Travis Kelce joined the team as an investor. In 2022 Club announced a strategic partnership with Rapid Express Car Wash and those locations were rebranded as Club Car Washes. Club then acquired Speedy Splash's 11 locations, also in 2022, to bring the number of wash locations to 100 in Arkansas, Colorado, Illinois, Iowa,

Overload!

What do you mean "it won't fit through your carwash?" asked a customer at Magic Wash in Manahawkin, NJ. Sometimes, you just can't make it up! NC





Club Car Wash in Lawrence, KS, supports the University of Kansas athletics as well as the Kansas City Chiefs.



Kansas, Missouri, Nebraska, Oklahoma, Tennessee, Texas and Wisconsin.

To learn more about Club visit clubcarwash.com

WASH **VOLUME INDEX**

It's been a wild ride over the last three months; from a great pollen season for the more southern operators to just too darn much rain for everyone come mid-June through July. As a result, we have one operator down 18.5 percent and another up 8.9 percent. Let's hope that the third quarter is up for all, and a great indication of what the winter of 2024 holds.

MORE WASH POWER™

GET AHEAD OF YOUR COMPETITION GET MORE GET MOTOR CITY



Site Specific Branding

With 48 different color schemes available, our Color SkinzTM 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



AVW Celebrates Its Golden Anniversary

AVW Equipment Co., Maywood, IL, is excitedly celebrating its golden anniversary this year. With "50 Years Under Our Belt," the company reflects on a history thanks to one man's drive and determination to service carwash equipment.

AVW Equipment was founded by Milovan "Mike" Vidakovich in 1973 in Stone Park, IL. After emigrating from Serbia, Mike worked many different jobs to make ends meet in the United States, including factory work. However, walking into work one day he discovered that the doors were locked. The factory had closed, and Mike was placed in a tough position without a job. Needing to provide for his family, he quickly found an opportunity in the carwash industry.

Mike began tinkering with the equipment on the job and believed he could make the designs better by simplifying them. When he shared his ideas with his boss, his boss said that they did not have time for the changes. But Mike was not deterred, and he took the equipment home to work on in his spare time. With his natural inclination for ingenuity, Mike re-engineered the equipment and impressed his boss with the innovation.

From there, Mike went into business with a partner to service carwash equipment in Addison, IL. Eventually, he went out on his own and established AVW Equipment with the support of his wife Dusanka.

Mike and Dusanka serviced carwashes all over the Midwest in the late '70s. Their children, Mira Djordjevic and Velimir "Willy" Vidakovich, soon joined the family business. They share their father's passion for providing quality products and excellent service to their customers, many of which remain lifelong customers.

Still tinkering with equipment as the '90s approached, Mike developed carwash technology that laid the groundwork for today's industry standards. His innovations include the circular





WWW.AVWEQUIPMENT.COM - OR CALL NOW FOR TOUR 708.343.7738

Newsworthy ... continued

motion mitter, the modernized flex wrap, and the following wheel blaster. Also notably, the belt conveyor that was introduced in 1998.

AVW Equipment continues to follow Mike's lead in seeking innovative products through re-engineering equipment to fit the situation. Simplicity is still the center of all designs. Today, AVW Equipment operates across the U.S. with close ties to Europe, as well. The company continues to grow, becoming one of the largest independent carwash manufacturers in the country, with thousands of carwash installations around the globe. As the company celebrates 50 years in business, Mira, Willy and their children continue to drive the company. The third generation joins Mira and Willy in continuing Mike's legacy of hard work and helping everyone along the way. AVW Equipment's long-standing industry and customer relationships are key to the company's success. AVW Equipment Co. would like to thank its customers and all of those who have worked with them over the past 50 years.

The company looks forward to celebrating this milestone throughout the year and at the Car Wash Show Europe, the NRCC and other industry events.

For more information visit avwequipment.com

DRB® Bolsters Leadership Team



DRB°, the Akron, OH-based provider of point-of-sale and optimization technology to the car care industry, recently appointed three key members to its leadership team, according to a company press release. DRB has welcomed Jennifer (Jen) Sinatra as Chief Operating Officer, Patrick Mulcahy as Vice President of Engineering and Maha Muzumdar as Vice President of Strategy.

As DRB's COO, Sinatra will be responsible for implementing customer-centric strategies and ensuring long-term customer success, said the release. Sinatra joins DRB from SAP where she was the Global Vice President of Customer Support and Innovation. She is accomplished in supporting cloud transformations and software-as-a-service solution and will lead DRB's customer support, supply chain and production teams.

Patrick Mulcahy, most recently VP of Cloud Platform Engineering at Hyland, has more than 20 years of experience leading cloud transformations and building global engineering teams. Patrick will drive DRB's technology strategy, delivering the product roadmap and innovation. Patrick will play the important role of maintaining and enhancing DRB's position as the leader in the carwash technology space.

Maha Muzumdar will be responsible for identifying and pursuing strategic opportunities in alignment with DRB's goals and objectives. Maha brings extensive experience in cloud transformation and strategic innovation. He joins DRB from Oracle where he spent more than 19 years in various strategy and marketing leadership roles across enterprise and industry applications. "We are thrilled to welcome Jen, Patrick and Maha to our leadership team," said DRB President Ian Williams. "Their impressive experience, proven track records of success and transformational innovation make them invaluable additions to our organization. I look forward to the next revolution within our industry fueled by this team's distinctive blend of technological proficiency, creative prowess and passion for innovation."

For more information visit drb.com

PSD Codax Names New Business Development Mgr.

PSD Codax, part of ICS and OPW Vehicle Wash Solutions, Bristol, England, has appointed Matt Smith as its new Manager of Business Development, according to a company press release. In this role, Smith will be responsible for PSD Codax sales and marketing efforts in the United Kingdom, Ireland and Scandinavian markets, as well as the company's growth in the European market. Smith first joined the company in 2020 as a customer-support technician before moving into



Matt Smith

the Lead Customer Support Technician position. Prior to joining PSD Codax, he was a customer support manager for Curry's PC World, where he was the liaison between customers and staff, handling external inquiries and repairs. "Matt's exceptional track record with setting up our customers for success, as well as his logistics and technical support background in vehicle wash, make him a great fit for this role," said Rob Deal, Vice President of Corporate Sales for ICS.

> For more information visit opwwws.com, icscarwashsystems.com and psdcodax.com

Summit Wash Holdings, New Mountain Capital Partner

Summit Wash Holdings, Norwalk, CT/Palm Beach, FL, has partnered with New Mountain Capital, according to a company press release. The company has also appointed Dan Pittman as CEO. He is the former DRB Systems, LLC CEO.

Consumers' Expectations Are Higher Than Ever.



Experience what's next, Patheon:

- Patheon is the next-generation point-of-sale solution, providing an experience that meets expectations for everyone who interacts with it.
 - Your consumers experience friction-free transactions with selfserve convenience.
 - Your employees experience an intuitive system that is easy to learn and allows them to focus on the customer.
 - You experience unprecedented control over wash management and access to data insights that facilitate immediately impactful business decisions.



Experience Patheon. Scan to request a demo today!



Newsworthy ... continued

Summit Wash Holdings was formed in 2022 through a partnership with Russell Speeder's Car Wash, a 21-site family owned carwash company with locations in the Northeast, Omaha, NE, and Florida where it has recently grown in presence to include Waters Wash and Squeeky's Car Wash most recently. Russell Speeder's was founded and has been operated by the Shullman family and led by Mike Shullman. Summit's focus is on the express exterior carwash model. The company has also added eight single-site locations recently.

For more information visit summitholdings.com

Splash Opens New Express, Continues Expansion



Splash Car Wash, Milford, CT, has opened its 58th site, a new express wash located in Milford. The latest wash is equipped with a 130-foot conveyor tunnel, 18 free self-service

Point of Sale Email Firewall Security Management Assessments www.jscmgroup.com

vacuum stations and a free mat cleaning room, according to a company press release. The project was spearheaded by Glen Sheeley, Director of Development and Construction at Splash, along with Wayne Sheeley, his father. "This is my favorite wash development to date given the number of unique features we added to the site. Our goal is always to find new and improved ways to better serve our customers. I'm most excited about the customer-focused features added to the tunnel, such as the "hot room," designed to better dry customer cars," said Sheeley.

In other development news, Splash has two new Upstate New York washes nearing completion in Oswego and Leray, both projects are led by Dave Clements and Jeff Arnold who are also overseeing developments that are beginning construction next month, including sites in Henrietta, Clay, Fayetteville and Hamburg. In addition, construction continues as planned in Randolph, MA, and Derby, CT, with anticipated openings in early September. Furthermore, new site developments in Shelburne and Rutland, VT, are expected to open mid-to-late fall. The two Vermont washes are being developed under the oversight of Aaron Vincelette, one of Splash's development partners.

For more information visit splashcarwashes.com

OPW Names New In-Bay Manager

OPW Vehicle Wash Solutions (VWS), Green Bay, WI, has named Mark Porter as its new Product Manager — In-Bay Automatics. Porter is responsible for the portfolio management of In-Bay Automatics for OPW VWS, including product line vision, strategy, product road mapping and positioning, said the company press release. "Mark brings a deep understanding of product management to OPW VWS," said Dave Dougherty, General Manager, OPW VWS In-Bay Automatics.



Mark Porter

"That experience in managing product life cycles will help drive our product success and continue to help OPW VWS focus on meeting our customer needs."

Porter joins OPW VWS from Regal Rexnord, where he served as Global Product Manager for the company's Generator Division. Prior to that, Porter spent nine years in senior product management and marketing positions for H.B. Fuller, Bestolife Corporation and Deltrol Controls. He has also held positions with Henkel Loctite Corporation, Dymax Corporation and Imperial Supplies.

For more information visit opwwws.com

Proto-Vesturyers

WORLD'S MOST ENERGY EFFICIENT

Car Wash Dryers

THE ULTIMATE IN-DRYER TECHNOLOGY

Low Maintenance - Save \$\$

Proto-Vest dryers are manufactured using only the highest quality materials. This helps lower maintenance expenses, prolong the life of the dryer, and improve your profits.

Superior Drying Performance

Proto-Vest full line of dryers offer superior drying performance and provide the lowest energy consumption and the lowest noise levels in the industry.

We have it all!

Proto-Vest specializes in the design and manufacturing of the world's most energy efficient car wash dryers.
Conveyer, Automatic, Rollover, Side Surface, Top

(800) 521-8218

7400 N. Glen Harbor Blvd Glendale, AZ 85307 sales@protovest.com www.protovest.com

SOLD OUT Floor, Stellar Education On Tap at 33rd NRCC

The 33rd Northeast Regional Carwash Convention (NRCC), October 2-4, at the Atlantic City L Convention Center in Atlantic City, NJ, has a lot to boast about and the show hasn't even happened yet! "This year's NRCC has a sold out show floor with 385 exhibits and education that will be hard to top next year," said NRCC Chairman Bob Rossini with the Connecticut Carwash Association (CCA), this year's host association. "We've worked really hard to pack the floor and elevate our education to make this the 'must attend' show of the fall," said the CCA President.

As reported on in the last issue of the Northeast Carwasher, Leadership Expert Mark Denton is slated to Keynote the event on Tuesday, October 3. He is noted as being an authentic leader, gifted storyteller and fallible human being who hales from England. His is also an accomplished sailor and skipper. His keynote, "Navigate the Storm: Leadership & Teamwork" will teach us all how to be safe, happy and fast when tackling turbulent water and challenging times. "I am so excited to hear Mark Denton," said Rossini. "His experiences from tackling the toughest round-the-world yacht race, the BT Global Challenge, should lend itself to loads of tangible examples about how to tackle challenges in life and business."

This Keynote is sponsored by Micrologic Associates and InnovateIT. It will take place in Room 402 in the Atlantic City Convention Center.



But First, Let's Tour, Virtually

A show favorite on Monday afternoon, October 2, is the Virtual Carwash Tour led by Hoffman Car Wash's Tom Hoffman, Jr. in Room 411 in the Atlantic City Convention Center. This three-hour tour, virtually, of four innovative and unique washes never disappoints. "We've been able to line up some exceptional washes that cover all the model bases," said Suzanne Stansbury, the event's education coordinator. "Not only do we have the express model covered but we have an array of washes that also include self serves and inbay automatics. We'll be virtually touring two Rojo sites in Massachusetts, Chesapeake Car Wash in Chesapeake, MD, Gleam Car Wash in Denver, CO, and Quick Clean Car Wash in Lee's Summit, MO. Each site has





a story to tell and innovation to emulate. This may just be our most well-rounded tour to date."

This seminar is sponsored by Sergeant Sudz and is in Room 411 in the Atlantic City Convention Center.



The Simoniz Celebration Expands



After the tour wraps up Simoniz USA, Bolton, CT, is sponsoring an event that is open to all attendees that will create a backdrop for reconnection and energy that should flow throughout the three-

day event. "We wanted to grow the event, open it up to everyone and start the show off with a lot of energy," said Joseph Plude, Simoniz Marketing Manager. The event will be held at the Hard Rock Hotel & Casino in the Hollywood Ballroom from 6:30-8:30 and all are welcome, no matter what level of registration! Preregistration is required at nrccshow.com under the Schedule tab.

Chick-fil-A's Arthur Greeno To Speak at NRCC

Best-selling author of "Breaking Conformity" and former Chick-fil-A multi-store owner/operator Arthur Greeno will share



the company's secret sauce on just how they accomplish "Remarkable Customer Service" day in and day out (and it's not just about training), on Wednesday, October 4, at the Northeast Regional Carwash Convention's morning seminar and breakfast. "If you want to provide customer service that people remark about, come hear what Gree-

no has to share and walk away with a new outlook you can bring back to your wash," said NRCC 2023 Chairman Bob Rossini. "Arthur Greeno is an outstanding addition to our educational lineup." The seminar and breakfast begin at 8:00am in Room 403 in the Atlantic City Convention Center.

> For a complete listing of this year's educational lineup, and to register visit nrccshow.com.

Early Bird registration is available through September 15!

For additional information visit nrccshow.com or call 800/868.8590.

Meet NRCC Chairman Bob Rossini



Q. What do you like most and least about this industry?

I like that you can tweak and mold your wash it is when it's below freezing and you lose a heat- and career. er and your pipes burst.

Q. What is one fun fact most don't know about you?

Well, I'm just an "Average Joe."

O. Last book read? Learn Italian in 30 Days.

Q. Favorite hobby? Golf

Bob Rossini owns and operates Torrington Car Wash in Torrington, CT, and is the Sales Manager Eastern US and Canada for Unitec Electronics. He is the President of the Connecticut Carwash Association, the 2023 Host Association.

Q. If you could invite anyone to dinner, who would it be and why?

Arnold Schwarzenegger because of how from gear to chemicals. My least favorite part of driven and focused he is on his bodybuilding

Q. What is Bob Rossini's perfect day?

The sun is out and there's an endless line of cars, my son makes honors and I win Powerball!

Q. Why do you serve on the NRCC board?

I enjoy being part of a collective group that educates and promotes the professional wash industry.

Q. Why should someone attend this year's show?

It can't be duplicated on the Internet, and what you will take away from it will be the best money you spend this year!

SOLD OUT Floor, Stellar Education on Tap at 33rd NRCC ... continued

Tuesday Lineup

Kicking off the seminar lineup on Tuesday, October 3, is the Early Bird Panel & Breakfast moderated by John Shalbey, Jr. with Rojo Car Wash and the New England Carwash Association. The fan favorite is the perfect way to get a great breakfast while asking any and all questions about the industry. A panel of colorful and knowledgeable carwashers are there at your disposal. Panelists include Mike Ashley, Virginia Car Wash Industries, Inc., Toms River, VA; Steve Sause, 1852 Capital Management LLC operating as Cloud10 Smartwash, Darien, CT; Amanda Kubarek, K & S Car Wash, Auburn, NY and Dan Saidel, Premier Car Wash, Metuchen, NJ. The event will be in Room 402 in the Atlantic City Convention Center.

Chris Brown, owner and founder of Myrrh Consulting, a performance management firm based in Orlando, FL, has been helping companies design and install training and high-performance service-based sales techniques in more than 100 markets. He has also worked with more than 60 of the industry's best operations to make them even better.

In his seminar Brown will provide tips for mastering the unlimited sales process while minimizing financial fallout. His real-world insights will drive your unlimited capture rate, keep churn in check and ensure your guests are happy and customers for life. This seminar will be in Room 411 in the Atlantic City Convention Center.

Ask the "Marketing Experts!"

Nick Lopez of Bubble Bath Car Wash will lead the charge with a panel of three versed and varied marketing experts who will open up the discussion to answer any and all questions relating to carwash marketing. "I have some money to spend on marketing, where should I put it? What is the role of community/cause marketing and how can I measure it? What are the trends in social media marketing?" This open Q & A will allow you to drive the topic. You can ask or text your questions at the event, as well as before to info@nrccshow.com

The seminar is in Room 412 in the Atlantic City Convention Center.

Awards Program

After Mark Denton's Keynote will be the annual Awards Program where the Hall of Fame and Most Distinguished Person Awards will be bestowed, as will the Emerging Leader Award. The program will be led by Show Chairman Bob Rossini in Room 403 in the Atlantic City Convention Center.

SOLD OUT Show Floor!

This year's event marks the largest number of booths sold to date, according to Show Facilitator Heather Courtney. "We sold out in July with 385 booths and we are just thrilled," she said. "We are looking at other hall options within the convention center for next year and will be sure to expand our footprint to fit our needs. This is very exciting for the show."

Exhibit hours run from 1:00-6:00 pm on Tuesday, October 3, and 10:00 am-1:00 pm on Wednesday, October 4, in the Atlantic City Convention Center.

Elevated Welcome Reception

The annual Welcome Reception sponsored by ICS, our long-time event sponsor has also expanded to include more food and drink, compliments of our generous sponsor, as well as two huge giveaways, said Courtney. "This year we are giving away \$500 in cash and a Yeti cooler to two lucky attendees. Our sponsor made the event open to all attendees last year and has upped the 'Wow Factor' with these two impressive giveaways. The event is a terrific way to relax after a full day of education and walking the huge show floor and partake of some 'Jersey snacks and drinks compliments of ICS before heading out to dinner with friends and suppliers." This event is immediately after the show floor closes and is located in the Atrium of the Atlantic City Convention Center.



Chick-fil-A's Arthur Greeno

Bestselling author of "Breaking Conformity" and former Chick-fil-A multi-store owner/operator Arthur Greeno will share the company's secret sauce on just how they accomplish "Remarkable Customer Service" day in and day out, and it's not just about training! If you want to provide customer service that people REMARK about, come hear what Greeno has to share and walk away with a new outlook you can bring back to your wash! "I am beyond thrilled to have Arthur Greeno speak to our attendees," said Stansbury. "He is a legend and his insight into customer service will no doubt be relatable to our audience." This seminar is sponsored by DRB Systems, Akron, OH. It will take place in Room 403 in the Atlantic City Convention Center.



Early Bird Registration ends on Friday, September 15. After that date the prices will increase. For a complete listing of the educational track and/more information visit nrccshow.com or call 800/868-8590.



Expand your Product Offering and Increase your Bottom Line with the

of environmentally smart water treatment in the industry!

- Water Treatment Supplies Intelligent Wash, Rinse & Spot Free
- Storage Tank Technology
- VFD City Water Boost Systems

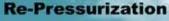


COME SEE US AT THE NRCC SHOW **BOOTH 103**

Series III Smart Reclaim

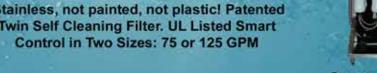


City Water Boost





Stainless, not painted, not plastic! Patented Twin Self Cleaning Filter, UL Listed Smart Control in Two Sizes: 75 or 125 GPM





Spot Elimination



Self-Cleaning Reclaim



www.con-servwater.com 800-868-9888

We're introducing a new column in this issue that will spotlight industry innovators. And who better than to kick off the column than the multi-talented Fred Grauer, a 65-year industry veteran who has covered the gamut in carwashing. Grauer, 80, just "retired" from his position with Vacutech, so he says, and will begin doing some writing for future issues of the Northeast Carwasher, as well as some consulting and just enjoying life a little more than he has been able to do the last 65 years! It's been a storied career and one that he has poured his heart and soul into. In case you don't know him (and even if you likely do), read on. I think you'll be impressed — and motivated.

Fred Grauer's Storied Legacy in Carwashing

By Frederick Jerant

🕇 very now and again, someone joins an industry and manages to revolutionize it — often turn-✓ ing it from a mere niche business into a major force. And in the realm of carwashing, few stand taller than Fred Grauer, better known to family and friends as "Ferd."

His story starts way back. "Prior to World War II, there may have been a handful of carwashes in the U.S.," he recalled, "and hardly anyone was making equipment for them. Sherman Larson, a farm boy who was a jack-of-all-trades, moved to California and started working in the movie industry and later in an airplane factory, where one of his tasks was the manual sweepingup of discarded rivet heads."

Larson developed a commercial-grade vacuum that could vacuum out a fuselage more efficiently. When the war ended, he got a tip about the nascent carwash business and started promoting his vacuum system to the industry. His aptitude for designing and building led to orders for other carwash equipment — and that was the start of what was to become Sherman Industries.

Fred's uncle, Bill Thatcher, a Princeton graduate and Navy veteran, of WWII, left the family business and struck out for a new frontier by purchasing a carwash operation in Camden, NJ. His success in that field led to his helping others to get off the ground as well.

In the mid-1950s, Sherman Car Wash Equipment Company was unable to fulfill a major order — and Thatcher stepped in with the needed capital. He later bought the company outright and relocated it to New Jersey. Bill also built quite a successful full-service carwash — the first of several he owned. Later self-service equipment was added. "I really admired Uncle Bill, and started working summer jobs for him when I was about 15," Grauer said. "I worked at carwashes and gasoline facilities at the beginning, but then moved into the manufacturing and distribution ends of the business." Uncle Bill made sure Fred knew the business forward and backward, "He had me working in everything from shipping

Continued ...





Attending the Car Wash
Convention in Atlantic City?

Call to reserve a 'coffee meeting' slot to discuss the current market and learn more about selling your business - no obligation!

With over 30 years of specialized Business Broker experience in the Car Wash & Quick Lube industries (and no fee for real estate, only on business value!), you can trust us to get you the best price.

JIM O'LEARY

CAR WASH & LUBE BUSINESS BROKER



email: CciJim@aol.com



Industry Innovators ... continued

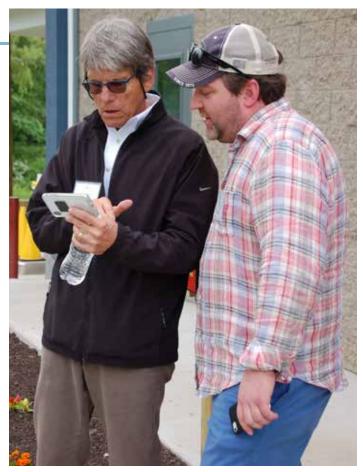
and sales to marketing," Grauer added.

Grauer received a B. S. in economics from Penn State University in 1966, and enlisted in the U.S. Army the following year, gaining experience in reconnaissance and intelligence, and also served in the National Guard. After completing his military service, he bought out his uncle and took over Sherman Industries, as well as a string of Whistle Clean carwashes in Pennsylvania and New Jersey, including 90 self-service bays in 13 locations and an additional approximately 30 conveyor carwash facilities. Grauer also partnered with Jiffy Lube to operate numerous lubeand-wash sites, and served as a retailer/end dealer for Mobil, Shell, Texaco and Sunoco petroleum products.

Grauer took Uncle Bill's attitude of "Be a big fish in a small pond" to heart, and built Sherman industries into the largest manufacturer of carwash equipment in the world, with manufacturing plants in California, New Jersey and Canada, and licensed manufacturing in Germany, Japan and Australia.

Part of that success was due to Grauer's and Sherman's approximate 60 U.S. patents, as well as many other licensable designs. "For example, we had designed, developed and patented wraparound brushes for washing cars," he said. "When we were invited to come up with the first fully automated system for washing train cars, we took the original concept and adapted it to the special needs of the rail industry," Grauer said. In fact, Grauer said that until the mid-90s most equipment development work for the carwashing segment was carried out by Sherman Industries.

One innovation was sparked by a trip Fred took to Florida, to visit Uncle Bill. As they drove from one wash location to another, collecting quarters in empty coffee cans, they noticed a



Fred met up with fellow carwasher and supplier Chris Zona of Auto Wash Technologies at a carwash tour several years ago. He is always ready to share and listen.

suspicious car following them. That started his mental wheels turning and the eventual result was a Sherman-patented vacuum system that swooped all the coins into a central vault for

Continued ...

Sure, I'll Sell you Some Steak!

By Frederick Jerant

Unlike many executives, Fred Grauer has never been one to hoard his knowledge - as evidenced by his many seminars and classroom experiences. But he's also been instrumental in advancing the careers of those willing to learn and accept his help. Victor Thomas, who is currently Regional Sales Director, Northeast for Vacutech, tells the tale. "Fred actually gave me my start in the business," Thomas said. "I was in college, studying architectural drafting, when I answered an ad for part-time work at Sherman Industries.

"Sherman had about 300 employees at the time, and I found it was a good market for my own part-time business - selling filets, strip steaks, t-bones and other cuts from a freezer truck on Fridays."

One day while on the job at Sherman, however, Thomas heard his name being called over the company intercom system instructing him to report to Fred's office. "His office overlooked the plant, so I was sure he had seen me selling meat to the other employees. I was prepared to be fired over it, but Fred actually wanted me to fill his home freezer! That was the real start of our personal and professional relationship," he said.

Fred soon pulled him out of the mailroom because, "If you can learn how to sell steaks, you can learn how carwashes operate." And Thomas event in the Catskills learned plenty, and even-



Fred Grauer and Victor Thomas at an YSCWA

tually left the company to pursue an independent career.

Thomas noted that Fred was always eager to help others get their businesses launched and thriving. "He worked with families who had poured their life savings into carwashes, and they became multi-millionaires," Thomas said. "Fred took companies that had been generating just a couple of million dollars per year, and pushed them into the 30 or 40 million dollar range."

And Fred has had similar success at Vacutech. "In fact, every company Fred has merged with has enjoyed explosive growth," Thomas said.

Frederick Jerant is a freelance writer based in Allentown, PA.

HAMILTON







- BUILD A CUSTOMER DATABASE
- MANAGE A MOBILE APP





HAMILTON MANUFACTURING CORP. (419) 867-4858 | www.hamiltonmfg.com

Industry Innovators ... continued

safekeeping. Years later, it had evolved into a sophisticated computerized system that monitored all transactions and enabled operators to pinpoint the peaks-and-valleys of daily traffic flow and the popularity of various services.

In the early 1970s, Grauer became a board member of the International Carwash Association (ICA), the nonprofit organization representing the carwash industry in the United States and around the globe, co-founded by Bill Thatcher." Bill's goal was to portray the carwash industry as a necessary and professional service business," and Grauer has worked tirelessly to maintain his uncle's vision throughout his three or four terms on the board.

Although he sold Sherman Industries in the '90s, he's never strayed far from wheeled vehicles. On the business side, he's served in various positions with Mark VII Equipment; been a managing partner of Grauer Associates (consultative services to vehicle wash owners, operators, suppliers and associations), Ryko Manufacturing; Whistle Clean Car Wash; Micrologic Associates; consulting partner for the 95th Street Car Wash and Detail Center, Lafayette, CO; and his most recent position as Executive Vice President at Vacutech, Sheridan, Wyoming.

Grauer has also been eager to share his knowledge and experience with budding entrepreneurs, on the Board of Directors and as a guest professor of the Rutgers (Camden, NJ) Business School; guest lecturer at The Wharton School of the University of Pennsylvania, as well as writing numerous manuals and articles

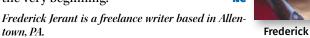
on the carwash industry. In fact, you will see contributions from him in future issues of the Northeast Carwasher.

Although he officially "retired" in July, Grauer will still keep his hand in the game, through various seminars and consultancies and as a Vacutech Ambassador. There have been many changes in the industry since his early days, but, "When I look at today's equipment, I recognize the computerized 'grandchildren' of products that were pioneered by Sherman Industries," he said.

One thing hasn't changed, though, and that's the need for drive and dedication to make the business work. "It's a huge commitment," he said, of both money and time. The potential profit of carwashes has caught the attention of various investors who can swing the typical \$6 to \$8 million needed to open a new facility today.

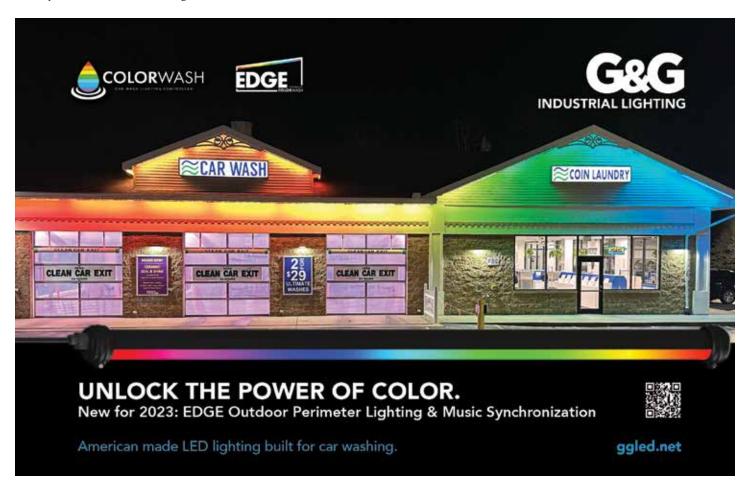
He added that the families of owner/operators need to continue to be attuned to the stresses and demands of the busi-

ness. "It's on your mind 24/7," he said. "You might not be working all the time, but you're always thinking of ways to make the business better. That part never stops. You must be passionate, otherwise, it's not going to work." And passion for the carwash industry is what Fred Grauer has been all about from the very beginning.





Frederick Jerant





2023 Northeast Regional Carwash Convention OCTOBER 2-4

Atlantic City Convention Center and The Hard Rock Hotel & Casino



Register today! nrccshow.com

CCA Host Association

Sponsored by:





The 8th Women in Carwash Conference **Leaves Inspiration in Its Wake**

By Gretchen Matthews

s the opening beats of "I've Got a Feeling" pumped into the Benson Hotel's dining room in Portland, OR, on June 4, 45 women put down their dessert forks and turned expectant smiles to the front of the room for the opening of the 8th Women in Carwash conference. "Woohoo! Welcome ladies," said keynote speaker and psychologist Connie-Lee Bennett of Meraki Training Academy. "So glad you're here! Get up! Yes! Get up out of your chairs! Clap your hands and let's move!"

And so, it began. Within seconds, industry executives, managers, owners, distributors and vendors had temporarily abandoned their more reserved professional personas to dance off their steak dinners at this biannual event. Now in its fifth year, Women in Carwash is a designated space for women working in

the industry across North America to learn, grow, connect and support one another while striving to achieve their personal and professional goals. It offers informative presentations, expertled workshops, networking opportunities, and relaxed entertainment in a positive environment that imparts life-changing skills, fosters relationships and builds community. To create each Women in Carwash event, founder Brenda Jane Johnstone takes suggestions from the previous conference's participants. She welcomes ideas for speakers, topics and workshops.

Connie-Lee Bennett kicked off the Portland event by encouraging the women to consider their influence in the world and to question self-limiting beliefs. She pushed attendees to be conscious of their choices in every moment, setting the stage for a theme of decision making that carried throughout all presentations. Bennett led a workshop on reading body language, and Amy Boudreau, aka the Yoga Cop, taught attendees how to























































Forty-five attended the 8th Women in Carwash Conference at the Benson Hotel in Portland, OR, in June.

manage difficult conversations, particularly in high-stress situations. These workshops dovetailed with two taught by Diane Stafford, president of UpTalent Solutions who explained and modeled predictive and emotional intelligence using special insights from the Predictive Index. In another workshop, Megan Scheid, VP of human resources strategy at Tommy's Express Car Wash, taught participants to evaluate their roles in company success using Key Performance Indicators (KPIs). In her session on "Shift," Chandra Harbaruk of Designing Destiny Enterprises Inc. explained the deep inner need to align and live out core values and that organizations function best when teams support one another in realizing the stated goals. Two workshops featured practical tips attendees could implement right away: Julie Graff of DRB demystified social media and I simplified the tedium of writing an email.

In between the workshops and networking, attendees took in the sights of the city — Portland's Japanese Garden, Powell's Books, and bars and restaurants in the Pearl District. They also appreciated the stately beauty of The Benson Hotel, the event's host facility, built in 1912. Yet, even the brilliance of the old hotel could not outshine the women and their disco ball on Monday night. Fun is a hallmark of Women in Carwash, so everyone at the conference turned out in her 70s/80s finery to join the dance party and take her chances at the free-to-play craps and roulette tables.

After one more round of workshops on Tuesday morning, the group came together to hear Katie Balash, president and CEO of Vaughan Industries, Inc., moderate the discussion between MaryAnn Irvine, president of London Mat Industries Ltd., Danka Dubak, director of marketing and events for AVW, and Mayra Chimienti, COO of Mister Car Wash. Balash asked the women to define executive leadership, share stories of how they started in the industry, explain their biggest challenges and how they create visions for their companies, and to describe what it means to be a mentor. Each woman shared valuable insights. Irvine said that executive leadership involves consistent learning, being curious, and opening oneself to new ideas. Dubak got her degree in business and communications and was persuaded by her grandfather, who started AVW, to continue working in the family business. She helped move the company forward by designing a children's coloring book now sold in carwashes. Chimienti said, "You are your own biggest challenge." She encouraged the attendees to recognize this fact to gain control over whatever is holding them back. Balash offered her own wisdom throughout the discussion, noting that women have been in the carwash industry for many decades, even when their contributions were not acknowledged. She also highlighted a shift in thinking that has moved away from considering women industry leaders as unusual.

The conference's closing lunch speaker sent everyone off on a high note. Krista Anderson is the founder and CEO of ES-STAR, an international organic food brokerage and distribution company with offices in the US and France. Once given just three months to live, she is a cancer survivor on a mission to provide healthy food choices in convenience stores with her Healthy on the Go brand. After working for several years to find the right partners, she recently signed a contract to place healthy snacks on college campuses across the United States.

Five years in, eight conferences down, Women in Carwash is

meeting its goals to inform, inspire and support the women in the industry. It's a lively success story that's still being written.

Gretchen Matthews founded Chesapeake Quill to help businesspeople become better writers. She is a regular presenter at the biannual Women in Carwash conference and the copy editor for its newsletter, L.E.A.R.N. Contact her at gmatthews@chesapeakequill.com



Gretchen Matthews

The next Women in Carwash event is slated for January 15-17 in Fort Lauderdale, FL. For more information visit womenincarwash.com

Pulse on Carwash M & A Activity

By Lanese Barnett

We've seen the shift in growth strategy for carwash platforms and how they are approaching scalability. The old playbook of acquiring existing platforms and blending down the multiple through Greenfield developments just doesn't work today. The cost of building new units has increased, with budgets reaching \$7.5 million or more, and delays in construction and ramp-up time further impact the overall investment. This shift has demonstrated that acquisition activity is becoming more attractive, with multiples generally coming in at the 8-10 range.

For owners, this means now is a good time to explore your options if considering an exit. The buyer pool remains focused on quality businesses with prudent capital deployment, strong same-store sales comps, financial discipline and a healthy growth trajectory. This is particularly true for geographic areas or MSAs that are harder to penetrate.

Democratization of Technology

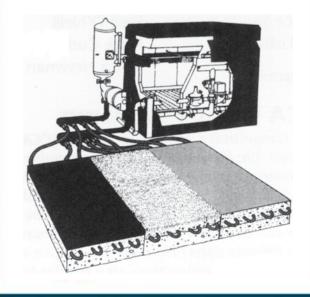
Operators are laser-focused on improving margins and adding to the bottom line by maximizing efficiencies and strengthening their operations. With that, we've seen a democratization of technology available for the broader carwash operator. The emergence of more sophisticated companies looking to provide supplemental support solutions specifically geared toward the carwash space is freeing up time and attention for operators to focus on operations. What once required an expensive agency or dedicated in-house development team is now more widely available, and by engaging with these support and technology solutions providers, many operators are increasing efficiencies while delivering high-quality services and cultivating customer loyalty.

For example, AMP Memberships provides a custombranded mobile application platform solution developed by carwash operators to engage and nurture customer relationships while providing valuable data insights. By collecting demographic information and combining it with customer activity and business insights, AMP Memberships' platform enables targeted marketing that aims to attract and retain customers based on their preferences and interests. This personalized approach allows carwash owners to connect with customers on

Continued ...



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 48III rmetz@huronvalleysales.com ph: 734/944.5200 • f: 734/944.5800

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



We help maximize the value of your car wash business when you are looking **sell**, find a **partner**, or **grow**.

Mergers & Acquisitions, Capital Advisory Real Estate and Business Brokerage







\$5B IN COMPLETED TRANSACTIONS



UNPARALLELED CLIENT SATISFACTION



Contact us to get a **Complimentary Valuation** to discover **ALL** your options for selling or scaling.



CAR WASH M&A, The Column ... continued

a deeper level that in turn fosters long-term relationships that are extremely valuable.

Understanding the Lifetime Value of a Customer

The ability to assign a predicted lifetime value to each customer helps operators understand the expected revenue, operating costs and potential duration of the customer relationship. AMP Memberships platform uses your customer data to identify and optimize lifetime value through targeted actions. For example, AMP empowers carwashes to identify happy customers (e.g., they have washed three times in the last month) and ask those customers to leave public reviews or easily refer friends and family through the app — these actions increase loyalty and maximize the value of each customer. For more about leveraging customer data to cultivate long-term loyalty and grow memberships, listen to Episode 13 of Car Wash M&A, The Podcast, "Talking Tech: Data, Marketing, and Memberships," featuring an interview with Dennis Dreeszen and Adam Trien, founders of AMP Memberships.

Processing customer inquiries and complaints can be a big pain point for operators, fraught with bottlenecks. Failing to promptly handle such inquiries negatively impacts a customer's relationship with the company. Comprehensive customer experience platform Retention Express provides a white-labeled outsourcing service tailored for carwashes to handle customer inquiries, relieving operators of the burden, and allowing them to focus on core operations. By using professional carwash-focused call centers, Retention Express ensures that your customers receive prompt and quality service across various communication channels such as phone, email, text messages, and web chat. This is particularly beneficial during peak volume times, preventing distractions and long wait times that can frustrate customers.

Beyond simply addressing immediate customer needs, this platform captures valuable data from these interactions, providing operators with a comprehensive dashboard that offers insights into customer sentiment, preferences and behavior. For instance, it tracks why a customer wants to cancel their plan, shedding light on what's impacting churn and enabling businesses to make informed decisions to enhance customer satisfaction.

In a tighter economic environment, leveraging external expertise and technology can be a huge benefit in helping optimize your business. Partnering with the right solutions providers can help streamline operations, improve customer service, and gain actionable insights that contribute to the growth and success of your carwash without having to reinvent the wheel.

Continued ...



HIGH PERFORMANCE CAR WASH SOLUTIONS

Automotive care solutions for Tunnels, Self-Serve, and In-Bay automatic car washes which produce cleaner vehicles and reduce labor costs.



High pH liquid presoak with fast action cleaning and rinsing.



 High performance ceramic coating with UV Protectant, that bonds directly to the vehicle finish to repel dirt & grime and provide a superior shine.



High performance rain and dirt repellent.
 A nonstick clearcoat that provides increased visibility on glass and prevents soil re-deposition on automotive surfaces.



Low pH and fluoride free liquid presoak with fast action cleaning and rinsing.



 High performance drying agent with UV Protectant. Aids in repelling water off windshield during wet weather driving.



- Removes oil stains, grease, rubber heal marks, oxidation stains, and light to moderate soiling.
- A highly effective non-acidic cleaner for all concrete and many masonry surfaces.

SELF SERVE

- Presoak
- Wheel & Tire Cleaner
- Brush Foam
- (winterized too)Rinse / Drying Aids
- Tri Foam Polish

IN-BAY AUTOMATIC

Above list plus the following:
Under Car Rust Inhibitor / Salt Remover

- White Foam
- Cascading Carnuba Foam
- Clear Coat
- Total Body Protection
- Ceramic

TUNNEL

- Presoak
- Wheel & Tire Cleaner
- Under Car Rust Inhibitor / Salt Remover
- · White Foam
- Cascading Carnuba Foam
- Clear Coat
- Total Body Protection
- Ceramic



2305 Duss Ave, Suite 3, Ambridge, PA 15003 800.860.4978

sales@shorecorporation.com

A DECADE OF CAR WASH MARKETING EXPERIENCE





CAR AS

(AND A WHOLE BUNCH OF OTHER THINGS)

splashsource.com



Saving Money as Cost of Capital Rises

As the cost of capital continues to rise, carwash owners are turning more of their attention to how to save and ultimately improve profitability and enterprise value. One way to do so is to take a serious, detailed look at your credit card processing fees. But frankly, no one wants to or has time for that. By engaging with a specialist to examine credit card processing statements, carwash owners can uncover easy methods to significantly reduce processing expenses. Merchant Advocate's services take a deep dive into credit card processing fees by using a forensic accounting approach. They assess how charges are coded, search for errors, and seek to find savings without requiring carwash owners to switch processors or pay upfront fees.

In today's credit card-driven world, a 2 percent difference in processing fees can make a substantial impact on your bottom line. By leveraging innovative technology and machine learning models, Merchant Advocate analyzes your credit card processing charges, compares them to your historical data and industry peers, and identifies unusual categories. They then work on your behalf to negotiate lower fees with credit card processing companies. For example, they can detect and rectify recurring charges associated with declined credit cards, which can accumulate into substantial expenses for multi-unit operators. In one case study, they identified \$60,000 in annual charges for failure to respond for an 80-unit operator, highlighting the potential for significant savings.

Adapting to Market Trends

As mergers and acquisitions regain momentum amidst high capital costs, there's good news for carwash owners considering an exit. With demand outstripping supply, buyers are seeking well-performing carwashes in desirable locations. Embracing new technology is crucial, as it streamlines operations and boosts cash flow. By adapting to these changes and implementing effective strategies, carwash owners can continue to thrive in an evolving industry.

Lanese Barnett is Senior Vice President of Business Development at Amplify Car Wash Advisors, the number one advisor of carwash chains nationwide. With a mission of creating wealth for clients, Amplify helps carwash owners sell, partner, or grow using practical experience as operators coupled with expertise in mergers and acquisitions and capital advisory services. Keep up to date on the latest carwash M&A activity with Car Wash M&A, The Podcast Lanese hosts monthly and sign up for Car Wash M&A, The Newsletter at AmplifyWash.com. You can reach Lanese at LBarnett@AmplifyWash.com



Lanese Barnett





Working Capital Needs, **Benefits and Headaches**

By Michael Ford

The latest trend in small business financing is for lenders, primarily Fintech firms (automated online lenders), to overwhelm small business owners with marketing for working capital. If you are on their list, you know what I mean. Telephone calls, email solicitations, spam faxes and even mainstream television commercials on how they can provide quick and easy access to capital. Both Fintech firms and traditional banks can offer the working capital for your business. In this article I'll discuss some of the needs for working capital and some benefits and issues with working capital lenders.

What is Working Capital?

Working capital is the day-to-day cash that a company needs to run business operations. It is the difference between a company's current assets (cash on hand, cash in the bank and receivables) and its current liabilities (bills that are coming due this month or within the next 12 months). If a profitable company doesn't have enough cash on hand to pay bills, they may need additional working capital.

Why Do You Need Working Capital?

For most carwash operators, working capital needs are limited because a carwash is a cash business. That is, carwashes do not have to wait 30 or 60 days for payment. Most carwashes get paid when the service is rendered. So, the cash on hand at any time should be sufficient to pay the current invoices.

The exception to this would be for those who have corporate accounts for fleet washing or municipal accounts for servicing government-owned vehicles that pay sometimes months after the service is rendered. Another exception would be for washes with high labor costs and limited subscription membership. In these cases, a run of bad weather can cause a short-term cash flow issue because the business may need to pay employees (if they want to retain them) even if the business has had a temporary slowdown/ shutdown due to weather or another circumstance.

Working Capital vs. Long-Term Needs

One challenge is that many carwash operators confuse working capital needs with long-term financing needs. The most common error is by paying for long-term assets (equipment & improvements) with short-term liquidity. An example of this is when a carwash operator makes a large equipment purchase with cash. In this scenario, the business is paying for something that will provide the business revenue over a period of five years to 15 years with cash on hand. This is fine if the business has saved up enough money to make the purchase and doesn't run into cash-flow issues due to weather or some other unforeseen event that would cause a business slow down. The way to avoid an unnecessary cash flow crunch is by paying for short-term needs with cash on hand and pay for long-term needs (major equipment purchases) with long-term financing.

Working Capital for Distributors

Carwash equipment distributors and service providers can potentially have a greater need for working capital because there is generally a lag time between when a service is rendered and when payment is received. Distributors and service providers can have large overhead for vehicles, offices, machinery and employees. So, it is likely that there could be a need for working capital.

Working Capital Financing Options

There are several types of working capital loans and lines of credit. Unsecured Lines of Credit, Secured Lines/Loans, Merchant Card Advance Programs, Business Credit Cards and SBA 7a Loans are common ways to obtain working capital.

Unsecured Business Line

Unsecured business lines of credit are revolving credit facilities that require no collateral. You pay interest on only the amount of money you draw from the line. Typically, there are no fees for cash advances and no pre-payment penalty. However, there may be a fee to open an unsecured business line of credit and an annual fee. In some cases, the lender will require a cleanup period. This is typically done by paying down the line to a zero balance for a period of 30 days annually. An unsecured business line of credit will typically have a higher interest rate because there is no collateral backing the loan.

Secured Business Line/Loan

Secured business lines of credit have the same features as unsecured lines of credit but require collateral. A secured line of credit is revolving whereas a secured loan is a loan paid off over a specified term (commonly two to five years). The collateral for a secured line or loan may include real estate, inventory, equipment, receivables and even cash or securities. A secured line or loan will typically have a lower rate of interest because the transaction is backed by assets that can be liquidated in the event of default.

Merchant Cash Advance

A merchant cash advance (MCA) is a lump sum cash advance based on the credit card receivables of a business and is generally paid back over three to 18 months. Typically, MCA lenders will advance a business up to one month of the average credit card receipts. These funds are considered an advance and not a formal loan. The advance is paid pack either daily or weekly

Continued ...



Etowah Valley Equipment

Designer, Manufacturer and Distributor of Professional Car Wash Equipment



Endura JET ©OLD

Endura JET SILVER

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.

We know Bill Acceptors &

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

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

Focus on Finance ... continued

by automatic withdrawal from the operator's credit card clearing account. Be careful, though, because MCA's are not technically considered loans, which leaves more room for manipulation. MCA lenders are not required to follow federal banks laws either. They have been known to employ high-pressure sales tactics and charge extremely high rates.

Business Credit Cards

Business credit cards are similar to your personal credit card. The advantage of a business credit card is the credit is in the business' name. It can be helpful for separating business and personal expenses, and making things easier when it comes to filing taxes. Business credit cards can build your business credit and come with perks too. These include sign-up bonuses, low introductory rates, reward programs and account management tools. It's important to know that while the credit card may be in the business name, personal guarantees are often required by lenders. In addition, the low introductory offers are often followed by rates that are much higher.

SBA Working Capital Loans

The Small Business Administration (SBA) offers working capital loans for small businesses with terms up to 10 years under the SBA 7a loan program. These loans can go up to \$5,000,000 but are typically less than \$350,000. They do require a personal guaranty

Run Your Wash Your Way A powerful platform for car washes to manage memberships, fleet, loyalty, promotions, attendant sales, marketing, and more! ampmemberships.com info@ampmemberships.com from any 20 percent or more owner. They do not have a prepayment penalty. Rates for SBA working capital loans are generally much better than other types of working capital products because the loan comes with a federal guaranty of up to 85 percent of the loan amount. This makes these types of loans attractive to lenders because of the lower credit risk. The challenge with any SBA loan is the timing. The SBA process can take much longer than any of the other conventional options and requires full financial disclosure.

What's The Rate?

The ugly truth about rates is that it is very hard to get a straight answer out of most lenders when it comes to rate. National banks are generally more rate competitive, but want much more financial disclosure, require at least two to three years in business and look critically at issuing credit to the carwash industry. Fintech/MCA providers are quick and easy but charge astronomical rates. Business credit cards, like personal credit cards, may have low introductory offers but rates usually end up much higher. SBA 7a loans can generally carry better rates than most, but take time and require significant financial disclosure.

We surveyed the working capital financing rates of several national banks, Fintech/MCA lenders and SBA lenders. Depending on the loan type, the rates at banks can start at around 6 percent APR for their best customers and go up to in excess of 19 percent APR for other clients. Fintech and MCA lenders normally lend at rates that range from 20 to 70 percent APR. Business credit cards are usually in the range of 14.9 percent to 29.9 percent APR. SBA 7a working capital loans are normally in the 8 to 11 percent range.

Final Conclusion

Working capital is the lifeblood of every business. Avoid putting yourself in a short-term cash crunch by using working capital to acquire long-term assets like equipment. When you truly need a working capital loan, the challenge is finding a good lender who has reasonable terms to satisfy your business goals. Before you apply for credit, it is a good idea to have a clear understanding of the financial product being offered. Don't be afraid to ask questions and don't feel pressured into taking a loan that doesn't meet your needs.

Share Your Experience

If you've had a great experience with a working capital lender or other type of business lender, please feel free to let me know. I'd like to share positive experiences (anonymously) with the carwash community in future editions of Focus on Finance.

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



The Heart of the Matter – **Positive Spillover Begins Here**

By JoAnna Brandi

I've been writing to you for a long time, and today I'd like to go back to some real basics and take a look at some simple truths about caring for your customers. When I am teaching execs and leaders, I like to make it really simple. After all, we are ALL customers, so we have a personal point of reference. While we don't all want the same kind of experiences, we do all want our experiences to be at least satisfying. (I want them to be a whole lot more than that.)

Satisfaction is only a door — one you must walk through in order to get to things like retention and loyalty. (And we all know the importance of the "Repeat Customer.")

I believe the Customer Experience is the sum total of the feelings that are evoked as a result of any interaction that takes place at any touch point in the customer's journey. It is based on the customer's perception of the value you delivered, both tangible and intangible. In their mind it's compared with the value they desired or expected. That's where this gets complicated.

The Customer's Perception **IS their Reality!**

I think that is about the most important thing we can teach people about caring for customers — internal or external. It's not what YOU think about their experience it's what they think and feel about it. That puts us right in a bowl of emotional soup. It's not about who is right or wrong. That's why I'm so happy to see more and more companies becoming emotionally intelligent — and I'm proud that I've helped move that process along in the companies and industries with whom I work.

When you successfully deliver the kinds of experiences your customers and employees feel good about, over and over again, they come back, spend more and tell friends. They become advocates, raving fans and evangelists. More than ever my friends, loyalty is an emotional connection. When you can keep delivering that over and over again you fill up what I call the "Emotional Bank Account" and your reward is profit.



When you think about employees the same way you think about customers and you create emotional attachments with them, you create an organism that can outthink and outperform the competition.

Remember — employees are customers too!

One of the very first books I ever read on Customer Service was Hal Rosenbluth's, "The Customer Comes Second." It detailed a strategy that propelled his little-known company from a small family business to a global industry leader making billions of dollars. I suppose that reading this book so early on in my career helped inform my thinking about Customer Experience. It all made sense to me!

Your job is to create great experiences. What kind of experiences do you want to create for yourself and your employees, and what kind of experiences do you want to create for your customers and community?

While this is basic — it bears repeating and remembering. After all, your staff refreshes itself over and over!

Every customer — internal and external — has two sets of needs. They have business needs — rational, logical, practical and tangible. External customers want to buy a product or service that fits some practical set of needs they have — they need software that works and solves a problem, they need shoes that fit and look stylish, and food that tastes good and takes away hunger. They have a car that needs to look great on the road and help with their image, they have to maintain their paint job or just be motivated to clean up the mess inside. Before going out for an important appointment, I know I like to have my car cleaned — after all the car is part of the image!

Those tangible needs are usually what gets people in the door. Employees want a place to work that uses their skills, gives them the right pay, the right tools and the right opportunity on their life path. But what keeps any customer — internal or external — coming back and showing up? It's the fulfillment of their emotional needs.

People want to feel... appreciated, included, valued, connected and important. They want to feel confident and supported, secure, acknowledged and recognized, part of something they believe in. They want to feel special, they want to feel proud, respected and trusted and in the case of employees appropriately challenged, accomplished and certainly well compensated. They want to feel happy.

You may have noticed I talk a lot about feelings. We know without a shadow of a doubt that people make decisions based on feelings and justify them with logic. I'm so grateful to be living in a world where feelings are part of the acceptable conversations at work. It's about time, since all along we always employed humans.

The Positive Spillover Effect starts with your ability to create a specific set of feelings — the ones that matter to the humans that work for you and buy from you. We know that when they are feeling those positive emotions they WILL spread them around. Research shows that happiness is contagious up to three degrees of separation (I like to call it three degrees of connection.)

When your employees and customers are happier they spread it to others in their networks who spread it in their networks! Voila! Positive Spillover!

Please fill in the blanks:

My customers want to feel My employees want to feel

And for good measure — figure out what YOU want to feel and let me know if you need some help in making that happen!

Please join me on LinkedIn, Facebook and Instagram! I do videos every week and you can join in the fun! Happy Employees help you create Happy Customers that help you create PROFIT!

JoAnna Brandi is a certified Chief Happiness Officer working in the business world to help companies keep employees and customers happy by creating more positive cultures and practices. She is the author of three books including "54 Ways to Stay Happy in a Changing, Challenging and Sometimes Negative World." You can find her at ReturnOnHappiness.com.





JoAnna Brandi

If you want a copy of my BE Attitudes (for Positive Leaders in Difficult Times) send me an email to JoAnna@ReturnOnHappiness.com, "Be Attitudes" in the subject line.



2023 NRCC Atlantic City Convention Center October 2-4 800.868.8590 - nrccshow.com

Shaping the Future of Car Wash Signage: Trends Driving the Industry Forward

By Carol Wade

As the global carwash industry continues to expand, carwash businesses are looking for innovative ways to attract customers and outshine the competition. The right signage can help carwash owners stand out in a rapidly evolving market.

The carwash industry has experienced significant growth in recent years as consumers are increasingly opting for professional carwash services over at-home washing, according to the International Carwash Association (ICA). This trend is being driven by factors such as convenience, speed, water efficiency, and the ability to provide proper maintenance for aging vehicles. With the industry primarily consisting of small businesses, competition has become more intense. In 2019, around 24 percent of carwashes faced competition from six to 10 other facilities in their service area, according to the Professional Carwashing Industry Report. Location plays a crucial role in this competitive landscape, as customers typically choose carwash facilities based on proximity to other businesses they frequent. As a result, carwashes tend to cluster around main roads and busy commercial areas.

Embracing Digital Signage

In the midst of a saturated marketplace, carwash businesses increasingly rely on digital signage to set themselves apart and captivate customers with their unique brand message. By using digital signs, these businesses can leverage dynamic and attention-grabbing content that effectively distinguishes them from competitors and entices customers to engage with their services. And as the use of digital signage becomes more commonplace among carwashes, a number of trends are emerging in how signage is being leveraged beyond simply displaying an identity.

Making a Statement to Stand Out From the Competition

In a competitive and noisy environment, carwashes are challenged to stand out from the crowd. Statement signage is helping them do that.

Splash Car Wash in Montgomery, NY, is known for creating carwash destinations that help them rise above the competition, literally. Their Montgomery location features a two-story glass atrium with a 30-foot tall digital video wall that is viewable from the street and can be seen by passing traffic. The video wall features attention-grabbing graphics including water falling as if a car is driving through a wash.

Splash's director of development, Glen Sheeley, said he uses his imagination to develop memorable carwashes. The digital video wall has been so successful that the company now designs its new carwashes to include a digital tower.



After Splash acquired WashCo, owner Glen Sheeley joined Splash as its Director of Developmet. He designs all the new Splash locations with digital signage.

Modernizing the Look of Carwash Facilities

Visual appeal plays a significant role in attracting customers so carwashes are investing in modernizing their facilities inside and out. Digital signage acts as a perfect complement to other technologies like tunnel lighting or a luxury entrance and works in harmony to create an immersive and memorable experience for customers. A well-designed and modernized carwash facility also instills a sense of trust and confidence in customers. The new owners of James Street Car Wash in Worcester, MA, decided to upgrade to digital signage after being in the same location for 10 years. The original signage needed a facelift and they wondered if it was even adequate for the carwash to stand out. Results were immediate after installing a digital sign: sales figures during that quarter were up 75 percent over the same period the year before.



Promoting Premium Services and Add-Ons

During off-peak times, carwashes often experience reduced customer traffic. To optimize revenue, carwashes can use signs to promote premium services and add-ons and drive demand. Digital signage allows carwashes to easily showcase these offerings, making them more visible and appealing to customers. By incentivizing premium services through targeted messaging and exclusive discounts, carwashes can maximize revenue during slower periods and provide customers with additional value.

For example, when Splash Car Wash uses its digital tower to promote new products they see results. "If we advertise a service like hot wax on the digital sign, we see a jump in sales for it," said Sheeley.

Encouraging Eco-Friendly Practices

With increasing awareness about environmental sustainability, carwashes are focusing on promoting eco-friendly wash systems. Digital signs play a crucial role in conveying these environmentally-conscious practices to customers. By using digital signage, carwashes can educate customers about water recapture systems that conserve water or the use of environmentallyfriendly cleansing agents. These messages not only resonate with eco-conscious consumers but also position the carwash as a responsible and environmentally-friendly business.

Promoting App and RFID-based Membership Systems

In today's fast-paced world, customer convenience and operational efficiency are paramount. Carwashes can use digital signage to encourage the use of mobile apps or RFID membership systems to streamline the customer experience. Through these platforms, customers can easily schedule appointments, make payments, and access exclusive promotions. This integration enhances convenience, minimizes waiting times, and keeps vehicles moving smoothly through the wash systems.

Engaging Customers Through Community Events, Contests

Carwashes are recognizing the importance of community engagement in building a loyal customer base. Signs are instrumental in promoting community events, accolades and contests. By actively supporting local initiatives and events, carwashes demonstrate their commitment to the community and forge meaningful connections. Contests and social media interactions facilitated through signage help create buzz and foster a sense of excitement and participation among customers.

Splash Car Wash encourages customers to engage with

its video walls, much like a social media channel, with promotions like a quarterly iPad giveaway for honor roll students and displaying photos of customers' pets in Halloween costumes. "Getting people talking is the best advertisement you can have," said Sheeley.

Carwashes are embracing the evolving trends in signage to enhance customer engagement, create a distinctive brand image and drive demand for services. By embracing these in-

novative strategies, carwash businesses can effectively differentiate themselves, build customer loyalty and thrive in an increasingly competitive market.



Carol Wade

Carol Wade is the director of marketing at Watchfire, a leading manufacturer of digital signage for the carwash industry.

commercial credit **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 Bill Baker 1-866-575-5885 1-888-428-0995 Michael Ford 1-800-400-0365

Dear Venus and Mars.

What was the best idea you ever walked away with after attending the Northeast Regional Carwash Convention (NRCC)?



Heather Ashley

Venus Savs

Oh my goodness, I love the NRCC! I have been in the carwash industry 20 years now, as both an owner and operator. The very first and only "big" event Mike and I did when we bought our washes was to attend the NRCC. My most cherished take away from the NRCC is the camaraderie I get from those in the industry. Many attendees just immediately find a way to connect

with others. Already you are with like-minded, entrepreneurial people. I mean, we thought we would be unique having coin laundries and entering the carwash sector. Nope. Either many had done the same, were currently doing it or they had thought about it. We love talking about how to connect with the two and we do not even go to the coin laundry convention. Once you have been to the NRCC it is rare that another convention can compete.

I have to say that meeting people from different areas of the United States has really been powerful and given us a lot of information and we always do that at the show. In Virginia, we are located in a valley where cold fronts can really settle in. Even with a good weep system and some heat tape and throw in a set of commercial grade garage style doors and we have sometimes looked like an ice cave. At NRCC you can meet up with someone from upstate New York or elsewhere who has seen all frozen weather and for longer periods of time.

Other people will energize you. They will connect you and the relationship may last for years. In fact, some connections have been so strong that there are a few who I likened to my own brother which some of you know can go either way! He could still call me today and we would pick up where we left off.

I have met New Yorkers who want to kiss me on the check and others who are difficult to verbally understand, I thought I

Continued ...

Mars Says

In the ever-evolving carwash industry, attending conventions and learning from experienced professionals is an invaluable opportunity for growth. More than two decades ago, during the NRCC, I received the best advice that continues to resonate with me to this day. It came from a seasoned veteran of the industry who emphasized the importance of always raising the bar. This simple, yet powerful,



Paul Vallario

idea has had a profound impact on my career and has become the guiding principle for my success in the carwash business.

The notion of always raising the bar in the carwash industry encompasses several crucial aspects. It has encouraged me to continuously seek improvement in all aspects of operations, including customer service, technology integration and employee training. By constantly pushing the boundaries of excellence, I have always been able to stay ahead of the competition and exceed customer expectations.

Implementing the concept of raising the bar requires a commitment to ongoing learning and innovation. You must stay informed about the latest industry trends, advancements in equipment and technology, and ever-changing customer preferences. By proactively adapting to change and embracing new ideas, carwash businesses can provide superior services, attract more customers, and build a solid reputation in the market.

The advice to continually raise the bar has been instrumental in shaping my career and driving my success in the carwash business. By continuously seeking improvement and embracing innovation carwash professionals can position themselves for long-term success. They can stay ahead of the competition and provide customers with outstanding experiences on a consistent basis. The philosophy of raising the bar remains as relevant today as it did when I first heard it, serving as a constant reminder of the importance of never settling for mediocrity.

Venus and Mars, aka Heather Ashley and Paul Vallario, are carwash industry veterans. Heather Ashley is a past President of the Mid-Atlantic Carwash Association. She is also co-owner of Virginia Car Wash Industries, Inc. and Shenandoah Valley Coin Laundries, and Ashley's Shenandoah Valley Rental Properties in Toms Brook, VA. You can reach Heather at mhashley@gmail.com, as well as Linkedin and Twitter @hrashley or www. thecarwashblog.com. Paul Vallario owns LI Car Wash Consultants. He is also a New York State Car Wash Association board member. You can reach him at iwashcars@optonline.net or 631/484-5829.

> If you have a question for Venus & Mars please send it to: Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309 • Suzanne.Stansbury@icloud.com

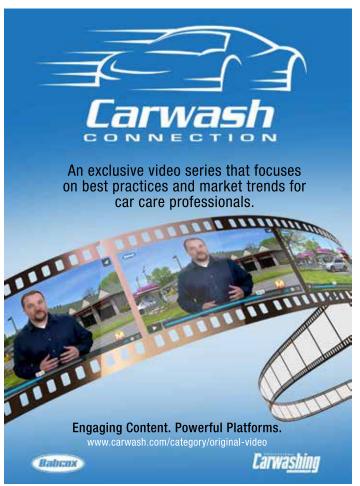
Venus ... continued

had a country twang. I have met some big spenders, those who splurge during this time of the year and those who are scraping by and could use invites to all the free food events since they won't be buying an evening meal. The great thing is, we all have value and are all a quirky kind of family. Maybe five years have gone by, but I will be right there when needed.

While we do some connecting during the before and after of educational seminars, and a little more on the show floor, the real power of connection happens at night, in my opinion. Now do not get me wrong, we are not party animals. However, there are a lot of free social events open to all (like our Welcome Reception on Tuesday at the close of the show floor that is put on by ICS or the Simoniz Event on Monday night) and even though you will be tired, you cannot afford to miss. Be ready to network with folks, learn from them and just talk. Push yourself to the evening events. Share a table. Have a joke ready. You will be well rewarded and well received.

Lifelong Friends

I have to say that during our first show a couple asked us to go to dinner with them. We did, but being from rural Virginia, I had never seen prices like that in my life. I ordered relatively modestly believing we would be overspending our budget with just one meal. The steak was one of the best I have ever had, and the ambiance of the restaurant, with the finest service, had me forgetting about the money. The couple picked up the tab for all four of us saying to consider it a business dinner. I remember telling Mike that we cannot hang out with this couple anymore, as we cannot afford to return the favor. Well, we made friends for life as their wash is just the next county over from ours. For years now we have gotten together for dinners and have alternated picking up the tab. That connection enabled us to find a quick part to keep the wash going, share a good carwash laugh and to just know that if the other needed something we would be there. We supported each other through break-ins and a health diagnosis that would take them away from the wash industry. Now that I think of it, when our time comes to leave the industry, the hardest part will be missing the people at the NRCC convention. That yearly fun is like a mini "working" vacation for us. And yes, we can all still attend anyway, but what on earth would we talk about besides our carwash locations?





Belts, Facelifts and Pay Stations

By Doug Rieck

In my last column I was talking about the zen of conveyors and how wonderful they really are now. They are at the peak of their evolution. The only problem is the customer. After I wrote that column, I was at The Car Wash Show and started asking questions of other operators and doing a lot of thinking and observing

customers at my own wash when I returned home. "Back in the day of full serves" millions of cars were washed and the customer never got near a conveyor as we drove it on for them. Today, our business model is to have customers do it all. Putting a car on a traditional carwash conveyor is easy, but for many it's intimidating. Even my wash club members have bad days driving on.

If I were building a new carwash or doing a major remodel, I would want to install a belt conveyor. I believe that a belt conveyor is what our customers prefer. Simple. Easy. We as businesspeople are trying to entice customers to use our services and make it as easy as possible to do so. Eliminating the process of getting your left front tire on the conveyor and finding "neutral" eliminates customer stress. It's simple and easy with a belt conveyor, you just drive on, stop and put the vehicle in "park," just like your home driveway.

The month of May has been critical in my thinking. May was a good pollen month for us with a lot of new customers and old customers who have not washed since last fall. I also am in a summer resort area and acquired many new and weekend customers from out of my local area who are used to full service washing. I had cut staffing during the wet spring, and as a result spent too many hours daily serving as guide on. As a result, I had a lot of experience loading customers. Maybe, too much.

To be straight forward, I own a traditional conveyor. I have no personal experience with belt conveyors other than driving onto one. I'm never going to install one at my existing location. I am not an expert, but I believe they can be our future. If you had asked me last summer, I would have said "No, way," traditional carwash conveyors are all you need. But I changed my mind. Times have changed, cars have changed and customers have changed. In 2023, only 1 percent of cars sold will have a stick shift. In 2014, 7 percent had them.

Belt conveyors have been controversial with a higher overall price tag and requiring more maintenance. As with any piece of carwash equipment, the devil is in the details of the install

Continued ...



HIGH PERFORMANCE

Exceptional Value



800-643-1574

FRAGRAS MATICS®

3021 Midland Drive • Pine Bluff AR 71603 • 800-643-1574 • sales@fragramatics.com

Learn more at fragramatics.com

Doug's Perspective ... continued

and the supplier used. If suppliers are to be believed, those are issues of the past. Even so, the benefits and increased customer friendliness are positive, and can potentially outweigh the negatives.

One of the surprises I found was that some suppliers advocate not using a dedicated guide-on person with belts. I'm not sure about that one, but any additional labor savings counts.

Weather Extremes

May was a good month, finally. The fall and spring at best were too wet and the lack of snow this year hurt, a lot. It has been a long, long time since we saw cars in volume. The weather Gods finally favored carwashing and in my area cars were green on a daily basis. The pine forests of South Jersey are works of Nature's beauty. I think the psychological boost was as important as the improved cash flow. Since that point, however, its been wet, and extremely wet in many regions of the Northeast.

A Major Facelift

The past year I have been involved in re-thinking and renovating my conveyor carwash. I started by developing a new menu, added a grand entrance arch, new foamers and services, new additional signage and let the graphic artists pull everything together. It is a coherent whole that looks good. What I did was much harder than may sound as I did it while washing cars in a carwash that was built in 1983. The cars are coming out cleaner, dryer and shinier and life is better, but the game does not end there. I now have a much better product, but I still need to sell it. Remember, sales don't just happen.

I use ICS Auto Sentry pay stations. I was one of the first carwashes in New Jersey to shift from traditional full service to a gated-entry flex serve. Flex service is much easier than full service. And, in my upgrades last summer I updated my Auto Sentrys to the 2022 standards with new chip card readers, motherboards, servers, bill dispensers, and even new screens. When I started using pay stations in 2008 I had custom graphics, but I never kept them updated. It just never seemed important enough. This winter I spent a lot of time and energy working with the graphics department at ICS and their tech support team. I now have a sales presentation on the screen. It flows and works and helps guide the customers. Using a pay station kiosk at Walmart[®] or Home Depot[®] is easy. Carwashes are not as easy. We are trying to sell, not ring up a shopping cart. Our screen is our menu. We only have a few seconds when the customer first pulls up to make an impact and encourage a sale. The objective is to make it simple.

WE'RE CREATING HAPPY MOMENTS AT EVERY TOUCHPOINT

Email sales @everwash.com or call (855)492-7477

to jump-start your membership program.

Continued ...



with you every

step of the way

your site video

upfront costs

real-time analytics

with actionable messages to boost

Operator Pro

Pump Stand

VFD Drive with Direct Drive Pumps



Saving space is always crucial in equipment rooms. The Operator Pro package reduces the amount of equipment you need to operate the same functions – one compact unit that's easy to install! Plus, multiple configurations are available so you can choose the right functions for your wash.



"This is the pump stand I helped design for the Kleen-Rite car wash."

- Fix It Phil

Dimensions: 71"H x 58"W x 32"D

- Offered in 2-6 bay formats.
- Quiet Design. Electrical motor to pump connection is direct coupled.
- Smoother start and stopping of electrical motor to decrease all motor wear.
- Same pump / hose / gun for all High, Medium & Low pressure applications doing away with the need for all of the extra delivery devices within the mechanical room and hoses to run.
- Weepmizer freeze protection integrated.
- Industry trusted CAT pumps come standard unless specified by customer.

The Standard 8 Options

- 1. Tire Cleaner
- 2. Presoak
- 3. Soap
- 4. Foam Brush (Dosatron)
- 5. Wax
- 6. Rinse
- 7. Spot-free Rinse (Delivery only)
- 8. Stop

*Separate item not included - not show



ORDER TOLL FREE 800.233.3873 OR ONLINE KLEENRITE.COM



Show off your Car Wash Photos!

CARWASHPICTURES.COM

Post your own photos and browse those of other contributors



Doug's Perspective ... continued

I have finally learned what I should have years ago, the paystation is only a sales tool. You cannot just abandon the customer and wait for them to pull their car up to the conveyor entrance. When I installed the pay stations back in 2008 I asked my sales rep and the install techs about using them. The answer was, "Leave the customers alone. They have to learn to use the kiosk." Back then, no one knew any better, but that is the wrong answer. If you want better sales, you have to sell. Today, at Home Depot* they usually have one or two associates to help with their Kiosks. It is important that a carwash associate be available to help at the pay stations and to assist with club sales, as well.

I currently use RFID tags for my clubs. They have worked pretty well for many years, never great, but they seemed magical in the beginning and now are sort of limited. There can be issues with imports and high-end and electric cars in finding the correct placement on the windshield. Sometimes, though, there is no place that works. Yes, no place. The E Mustang drove me crazy, but I finally had success. There is better technology out there. It is called LPR. Special cameras are installed to read every license plate. Is it perfect — of course not. I have asked several different suppliers and the consensus among the techs is that they are about 97 percent accurate. In other words, it is now a mature technology and

it solves problems and provides instant gratification for the club purchaser who does not need a tag installed, the cameras and computers know who they are.

What I am trying to say is that having a good carwash with good service is not enough today. Our customers have learned from other merchants and expect more. If you want better sales you need to have a complete package starting at the entrance. Our sales are driven by our Pay Stations. Enough said.

NRCC

I hope you had a great summer and don't forget to come out to the Northeast Regional Carwash Convention (NRCC), October 2-4. The shore and boardwalk are better in October and what you will walk away with from the SOLD OUT show floor and educational lineup will be money well spent.



Doug Rieck operates Magic Wash in Manahawkin, NJ. He 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





NEW 2.0 CAR WASH DUTY

DRYER & BLOWER MOTORS



MADE FOR YOU

Installation-friendly and next level performance, you truly can have it all in one powerhouse package with the newly revamped XI Series from Elektrim.



847-524-1074



www.elektrimmotors.com

Building a family plan, not just a business plan

A Strong Contractor Network Is Key to Profitability

By Gary Sokoloski

There are many different types of networks we work with everyday. Most people automatically think of their Internet, phone or cable providers when referring to a "network." While they are important, the networks we really need to work with, and on, are the ones associated with the contractors and vendors who help to keep our businesses running. Having a strong relationship with these professionals can bring your business to the next level, and provide you and your customers with consistent and outstanding service.

For the large projects you might undertake, such as a new building or a complete makeover of your existing site, choosing the right general contractor will make all the difference. All too often, price is the determining factor with too many operators. Be sure to consider reputation and experience in building a carwash when choosing a contractor. The contractor with the lowest price might not be the one with the resources and experience to meet your timeline and make sure the job is done when

Held once again at the beautiful B Ocean Resort in Fort Lauderdale, Florida January 15–17, 2024

For more information and to register please contact:

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

promised. A low initial bid may seem appealing, but could end up costing more in the long run due to delays and items not included in their scope of work.

When choosing individual contractors for day-to-day projects, it is important to use the same process as if building a new site. Be sure the contractor is familiar with the environment in the carwashing industry. They must understand the nature of your business and that any sunny day is not the time to be doing repairs or upgrades that would keep you from washing cars. Sometimes, this is a hard match to find and it may take some trials and errors with various contractors to find the one who understands your needs and business.

Whether you are just adding some lighting or reworking your entire electrical system, make sure your electrician understands the nature of the carwash environment. All too often operators will use the company that wired their house to work on their carwash. This is usually a costly mistake in the long run. Most residential contractors are not familiar with industrial controls and installations. Make it a point to find someone fairly local who has a strong industrial background. This will ensure the work performed today will still be working years from now.

The same is true for your plumbing contractor. You might have a great company that can clean out a clogged drain at your house, but that same company may not be able to determine pressure loss and flow rates to keep your water tanks full on your busiest day.

The same is true for your heating, cooling and pneumatic needs as well. Some of these companies may not be the least expensive to contract with, but the end results and quality of work they provide will more than make up for any additional costs.

Those are just a couple of examples of the types of contractors who keep your business running. Every operator has a choice with whom to contract. The price for a service is often lost in the cost of professionalism. Take some time to evaluate whom you contract with and their ability to perform the jobs you need completed.

After years of service work, and countless installations, there is one constant — the choices made when choosing contractors and building a team to complete a job is one of the most impor-

tant you might make. Most of the time cost is almost always the driving consideration. Take the time to analyze the cost and the price of your decision, and keep your eye on the end goal, "Your Successful Business."

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



Gary Sokoloski



S What's New



Double Stacked Arch System

- Heavy rugged industrial stainless arch
- · Dual hose
- 14' reach with extra large canopy
- 12' stall width ONLY
- Multiple colors available for poles and canopy

The Haven

- · I-Beam structure with solid, steel roof
- · Many vac/accessory mounting options
- · Multiple colors available for pole and roof





Pay Station Canopy

- · Available to match your Round or Flat Arch system
- Multiple colors available for pole and canopy

Quality you can count on!

www.jeadams.com

• 800-553-886**1**

Taking Care of Your Microfiber Towels

By Valerie Sweeney

Microfiber is hardy, but also delicate. For best results, follow the microfiber care guide below to ensure you maintain your towels and limit replacement.

How to Clean Microfiber:

To preserve the life of your microfiber, it is best to wash after each use. Otherwise, you run the risk of contaminants setting in the cloth. This can hamper future cleaning efforts by clogging the fine cleaning channels.

Wash the most soiled microfiber in separate loads.

This is most easily done when using a color-coordinated system as some tasks are dirtier than others.

Wash microfiber only with other microfiber as cotton releases lint that is trapped within the microfibers.

Use more solvent for heavily soiled cloths. Never use alkaline, bleach or fabric softener when cleaning microfiber. Bleach will also decrease the effectiveness and durability of the microfiber product.

Keep wash/dry load capacities at 85-90 percent capacity.

Program commercial laundry washing machines with the cycle below for optimum results:

Operation	Time	Temp.	Water Level
Flush	2 mins	120°	High
Flush	2 mins	140°	High
Wash/ Solvent	25 mins	160°	Low
Rinse/ Extract	3 mins	140°	High
Rinse/ Extract	3 mins	80°	High
Rinse	2 mins	80°	High
Extract	6 mins		

Drying Microfiber:

Microfibers are more susceptible to damage due to heat. Their polyamide material could deform when in contact with hot dryer drums. If you insist on machine drying, set the temperature at a maximum of 140 degrees Fahrenheit and remove

immediately following the dry cycle. Air drying, however, is preferred.

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



Valerie Sweeney

IT'S NOT WHAT WE SAY

that matters. It's

WHAT WE DO.

And what we do with DRY SOFT" SAYS
INNOVATION.



GALLOP BRUSH CO.



WAYNE MORGAN - 5 YEARS

GALLOP'

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 patent-pending ultra-quiet Dry SoftTM Brushes that dry and shine at the same time. 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



CAP BOARD OF DIRECTORS

PRESIDENT • Dave Edwards

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

TREASURER • Keith Lutz

Kleen Rite Corp., Columbia, PA

SECRETARY • Kingsley Blasco

Kingsley Blasco & Associates, Newville, PA

BOARD MEMBERS

Cameron Alleman, Mermaid Carwash Stuart Hammerschmidt, Shore Corporation Alec Hedman, Simoniz USA Sean Pashley, Everwash Cliff Reed, HydroSpray Wash Systems, Inc. Chris Ross, The Carwash at Faxon

PAST PRESIDENT

Keith Lutz, Kleen Rite Corp., Columbia, PA

PACARWASH.ORG

2023 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

Io 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

CAP NEWS

PRESIDENT'S LETTER

Greetings Carwash Association of Pennsylvania (CAP) members, Pennsylvania operators and carwashers near and far. Entrenched in these summer months, and heading into fall as you read this column, the Pennsylvania market is maintaining steady streams of carwashing and positive revenues as reported by our PA members and operators.

The month of May saw another unbelievable pollen drop, which fostered amazing sales. Pollen is better than snow after a soft winter, and we are happy about this! Pennsylvania, up until June, has been in mild draught conditions. I share this with each of you as a local television news reporter contacted me as part of a story related to the draught. She thought that carwashes were high consumers of water. Fortunately, I had to let her enthusiasm down, sharing that carwash businesses are the most conscientious group when it comes to water usage and consumption, as all the modern built carwash businesses reclaim and recycle much of the water used. Yet, it may be a good plug of "who knew" to share with your viewing audience. So, fellow carwasher, keep up the good recycling!

CAP has many exciting events coming up that are open to members and nonmembers alike this fall. Please save the date and plan to join us at one — or all — of these educational and networking events.

- August 24, CAP Baseball Outing at the Harrisburg Senators
- September 13, CAP Annual Dinner at the AACA Museum in Hershey
- September 14, CAP Golf Outing at the Cumberland Golf Club in Carlisle

More details about CAP events and membership can be found at www.

pacarwash.org. And of course, we encourage everyone to attend the East Coast's only BIG trade show, the Northeast Regional Carwash Convention (NRCC), October 2-4, 2023! Early registration ends on September 15 so make sure you take advantage of that. The show floor is SOLD OUT and the educational lineup is impressive with take-home value for all types of operators! You can visit nrccshow.com to register and learn more.



Yours in service,



Dave Edwards, CAP President

SAVE THE DATE: Sept. 13 – CAP Dinner & Tabletop Show 5-8pm, AACA Museum, Hershey, PA

EVENT THEME:

Salute to Service featuring Major General Mark Schindler, Splash Founder and Grace for Vets Organizer Mark Curtis. Register by sending an email to: executivedirector@pacarwash.org

\$65/ticket

pacarwash.org



SEPTEMBER 13 5:00-8:00PM

AACA MUSEUM 161 MUSEUM DRIVE HERSHEY, PA 17033



SPECIAL GUEST

Major General Mark Schindler, Adjutant General of Pennsylvania



KEYNOTE SPEAKER

Mark Curtis, CEO/Founding Member Splash Car Wash & Organizer of GRACE for VET's



AWARD PRESENTATION

PA Carwasher of the Year to be recognized!



FREE FOR CURRENT CAP MEMBERS!

Non-CAP Member Rates

- Table-Top Vender Display \$395
 - schicles, 6-hoot table, 2 dinser tickets, program listing
- General Attendance \$65/ticket
 - . recludes: Reception, show and dinner + great prizes?

EMAIL TO REGISTER

executivedirector@pacarwash.org

Sponsorship Levels

Speaker Sponsor - \$1,200

- o Top recognition in all materials, brief remarks, 8 dinner tickets Raffle Sponsor \$750
- a Recognition in program, draws raffle winners, 8 dinner tickets Table Sponsor \$500
- o Recognition in program, 5 dinner tickets

HONORING OUR MILITARY





Thank you to all the Car Washes who supported our Veterans and Active Service Members

2022 RESULTS

374,960
FREE CAR WASHES
4,360 LOCATIONS • 4 COUNTRIES

WWW.GRACEFORVETS.ORG

UL-508A CERTIFIED PANEL BUILDERS





- . (845) 302-7272
- INFO@SGTSUDZ.COM



LOOKING FOR AN INTUITIVE AND COMPREHENSIVE SYSTEM TO MANAGE ALL ASPECTS OF YOUR OPERATION?



We design our system with one thing in mind, your success. Our solutions include Payment Machines, Mobile Tablets, RFID Systems, License Plate Recognition and Tunnel Controllers. Being the technology experts, you can trust that you are getting the best features and functionality available at a much more reasonable cost. Micrologic is proud of its ability to continue to evolve through decades of ever changing technology in our industry.



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







Micrologic offers an entire suite of products specifically designed to streamline everything from tunnel operations and inventory management to payment processing.

Each of these solutions are scalable based on your needs, the size of your operations and numbers of users.



- ✓ Drive Up Car Counts
- ✓ Increase Monthly Memberships
- ✓ Minimize Credit Card Declines
- ✓ Simplify Day to Day Operations
- ✓ Increase Revenue & Reduce Cost
- ✓ Lowest Churn % for Memberships

- ✓ Multi-site Software Application
- ✓ Streamline Operations & Reduce Wait Times
- ✓ Customizable Payment Terminals
- ✓ Marketing Technology to Reduce Churn





CONNECTICUT CARWASH ASSOCIATION

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

OFFICERS

President • Bob Rossini

Torrington Carwash/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

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

Al Scozzari, Auto Spa Carwash

913 Washington St., Middletown, CT 06457, 203/537-3331

PAST PRESIDENTS

*Ken Gustafson Sr. Doug Newman *Iames Rossini Paul Ferruolo "Bruce Sands Tom Mathes Daniel Petrelle J.J. Listro 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

CCA NEWS

PRESIDENT'S LETTER

In a few short weeks the 33rd Northeast Regional Carwash Convention (NRCC), October 2-4, will be upon us. This annual event, in a word, is spectacular. It's jam-packed with education for big and small operators alike, and it also includes a wealth of opportunities to learn and grow from your fellow operators. I always come away from this event with some tips and tricks I can use back at my wash. It is one of my best annual investments.

SOLD OUT Floor!

This year's show will also have the biggest show floor in the history of the event with 385 booths. At press time, we were SOLD OUT with a waiting list! Imagine that. When the first NRCC happened in Newport, RI, 34 years ago (we skipped a year during COVID), there were a scattering of table tops and a handful of educational programming. The founders of the event were definitely on to something and look where it's gone. The show was initiated as a vehicle for those who could not make the big show, then in Chicago or Las Vegas. It was put together to best serve the needs and concerns of East Coast operators. And the board continues to strive to do just that while always pushing the envelope for attendees and vendors alike.

As you read this column, it's likely September and on September 15 the Early Bird pricing ends so take a moment and register if you have not yet done so. You can see our entire educational lineup at nrccshow.com. I am certain that it won't disappoint. Take a few days to learn and grow and if you can, bring along some of your key people so they can see the scope of this industry and their value in it.

I look forward to this event every year and I also look forward to broadening my horizons, catching up with friends old and new, and reenergizing myself. I hope to see you in AC!



Rotal J. Passini

Bob Rossini, CCA President

CCA to Host 2023 NRCC! October 2-4 nrccshow.com



MacNeil Foam Replacement with FREE Installation

Repairs Service Sales

COMPLETE CAR WASH EQUIPMENT AND INSTALLATION FROM START TO FINISH





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





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



We need a few good men & women to serve on the CCA Board.



Interested? Call the office at: 518/280-4767



www.carwashingsystems.com 860.554.5127

carwashingsystems@comcast.net



OFFICERS

Dino Nicoletta, President

Asbury 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 dougrieck@gmail.com · www.manahawkinmagicwash.com

BOARD MEMBERS

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

PAST PRESIDENTS

Ernest Beattie* David Bell Richard Boudakian Ron Rollins Clyde Butcher* Frank A. Dinapoli® Marcel Dutiven Sam Kuvins* 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 Doug Rieck

*deceased

CWONI.COM

CWONJ NEWS

PRESIDENT'S LETTER

On August 7 the Car Wash Operators of New Jersey (CWONJ) scheduled their 21st Annual Golf Outing benefiting The Children's Specialized Hospital. Suburban Golf Club in Union always does an amazing job hosting this event for us. More than 60 golfers were registered at the time of this writing in July. We will report on the event in the winter issue of the Northeast Carwasher.

Slated for the day's event was a "To Go" Breakfast sponsored by Conte Consulting and Broad Street Car Wash and after 18 holes, lunch and awards were on tap. Lunch sponsors included Micrologic and Team Car Wash. It's always a fun time and a great opportunity to reconnect with your fellow operators and suppliers and to just stop and enjoy a day of golf, whether you are a great golfer, or not.

I'd like to take a moment to thank all of our amazing sponsors and our Golf Chairman, Scott Freund, for their effort and support over the years. You can see a complete list of sponsors in our winter issue in addition to photos from the event. We could not pull this outing off without your support financially and by sending foursomes out to play. It means so much to the hospital and the kids it serves. Thank you!

Legislation Still Alive

We learned from our lobbyists in Trenton that the carwash language that would deem us "essential" during state of emergencies or public health emergencies did not get to the Governor's desk during the budget process, but that it is still alive and may be considered during the upcoming Lame Duck session. We remain optimistic and hopeful that our team at Princeton Public Affairs (PPAG) can bring this home for our members. We will continue to keep you posted.

First Carwash Weekend!

September 1-4, over Labor Day weekend, CWONJ members will be joining in on our first "Carwash Weekend" to raise money for Children's Miracle Network Hospitals. The New Jersey Carwashes that participate will give a portion of their proceeds from that weekend to the amazing work of the hospital network that includes The Children's Specialized Hospital. The CWONJ has been raising money for The Children's Specialized Hospital for 17 years and to date has raised more than \$90,000. It is the largest pediatric rehabilitation hospital in the country.

The Children's Miracle Network is a non-profit organization that raises funds for children's hospitals in the U.S. and Canada. Donations support the health of 10 million children annually.

To learn more visit childrensmiraclenetworkhospitals.org



Vin Vuelto

Dino Nicoletta, CWONJ President

CWONJ Awards Two Scholarships

The Car Wash Operators of New Jersey (CWONJ) have awarded their 2023 Scholarships to Riley Stoops and Ashley Coiscou Perez. Both candidates displayed exemplary scholastic and extra curricular efforts, according to Dan Saidel, CWONJ Scholarship Chairman.

Riley Stoops is an employee at Magic Wash in Manahawkin and plans to study mechanical engineering at Stevens Institute of Technology in Hoboken, NJ. Riley spends much of his time as a trombonist/baritone player in a number of ensembles including the Southern Regional Golden Rams Marching Band where he is also on the leadership committee and has served as a section leader for the past two years. He is also a member of the Southern Regional Jazz Ensemble Honor Band. But true to his desired major, Riley has joined the Southern Regional Mathematics League where he will participate in the 10th Annu-

al Stockton University "Math Mayhem" Competition. He is also part of the Southern Jersey NFL Flag Football League. According to his boss at the wash, Doug Rieck, "His performance, attendance and responsibility are excellent. He started in the full-service department vacuuming and cleaning and has proven capable of customer relations and moved up to handling the entrance end and guide on."

Ashley Coiscou Perez plans to pursue an arts and sciences major at Rutgers Newark College in the fall. She is an employee at Premier Car Wash. Inspired by her aunt, who is a psychologist, Ashley would like to study how the mind works and its intellectual capacity and how we adapt to change in hopes of becoming an Industrial-Organizational Psychologist as well. She noted in her essay that while in college she plans to help other

students cope with stress and self confidence by forming meetings where they can talk freely and openly about their struggles. She also plans to form an English as a Second Language (ESL) group as Ashley immigrated to the US as a child from the Dominican Republic.

> While in high school she was a member of the American Honor Society, the National Society of Leadership and Success (NSLS) and has spent countless hours helping teachers and making donations to local churches and those in the Dominican Republic. She has also provided food and snacks to the homeless with help from her mother.

Information on the **CWONJ's** 2024 Scholarship will be available in early 2024.



CWONJ Past President, Bob Laird, Dies at 86

Car Wash Operators of New Jersey Past President, and long-time carwash owner, Bob Laird has passed at age 86. He died on Wednesday, July 19, at his home in Manasquan.

Born to David J. Sr. and Grace Dorothy Laird. Bob was raised in Newark. He attended Alexander St. School and Westside High School. Upon graduation he enlisted in the U.S. Coast Guard where he served for 21 years and rose to Senior Chief.

After retiring from the Coast Guard, Bob and his brother Dave opened the Old Towne Car Wash at 232 Parker Ave. in Manasquan in 1971. It is one of the original Hanna exterior washes. Bob's son, Bryan, still runs the site.

Bob is survived by his brother David J. Laird, Jr. (wife Maxine), sister Susan Matthews (husband Stephen), longtime partner Deirdre Badach, and son Bryan T. Laird. He was buried alongside his wife and parents in Atlantic View Cemetery in Manasquan.

In lieu of flowers, donations may be made in his name to Tunnel to Towers Foundation, 2361 Hylan Blvd., Staten Island, NY 10306.

Look for a Recap and Photos from The Children's **Specialized Hospital** 21st Annual **Golf Outing** At Suburban **Golf Club!**

CWONJ Covers Its Bases with

Spring Event

The Car Wash Operators of New Jersey's (CWONJ) 22nd Annual Carwash Tour, May 22, spotlighted two washes, a manufacturing headquarters and capped off the event with a lunch at Pop's Place. "It was certainly an action-packed day," said CWONJ President Dino Nicoletta. "It was also a great day to see several unique washes and the impressive Micrologic headquarters in Parsippany. And the lunch at Pop's was really fun."

The bus left Clark to visit Pelican Car Wash & Lube in Hackensack, a flex-serve tunnel that was formerly a hand wash and then a full serve, before its conversion and is owned by Rich Bokman. The site also features a lube, Belanger equipment, Vacutech vacs and NCS chemical, who also sponsored the Lunch.

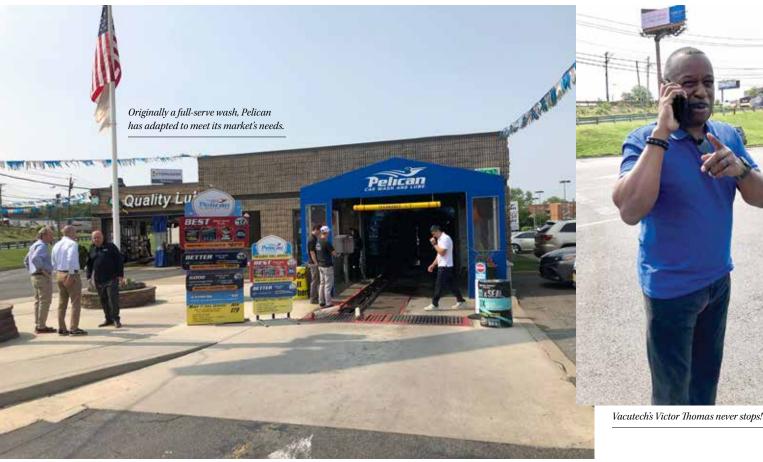
Continued ...

Pelican Car Wash & Lube, Hackensack



Posh Wash's Stu Markowitz and Pelican's Ugne Damkauskaite.

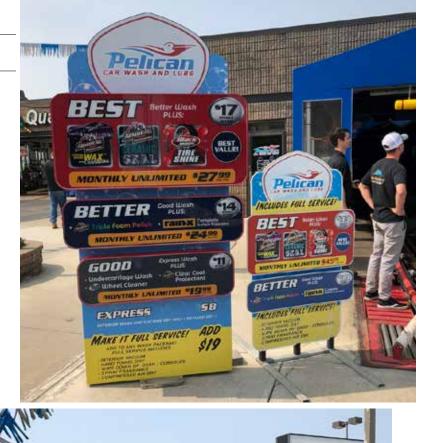




Options galore at Pelican with an express as well as a full-serve option.



CWONJ Board Members Mike Conte and Tom Fuller.



Vehicles get a towel dry at the exit end of this wash owned by Rich Bokman and family.



CWONJ Covers Its Bases with Spring Event ... continued

The group then made a stop in Parsippany at the new Micrologic headquarters where they got a personal tour by owner Miguel Gonzalez, who was also the event's Bus Tour Sponsor. The company, that employs 270, was founded in 1999, and is a leading provider of management systems for the carwash and quick lube industries. The company relocated to Parsippany in 2022.



Micrologic CEO Miguel Gonzalez took a full bus of attendees on a personal tour of his impressive new headquarters.



The next stop was at Pop's Place in Rockaway Township, a funky hot dog joint founded by Erion and Spyros Lenas, who happen to own the next site on the tour, Soaring Car Wash of Pompton Lakes. The Pop's name pays tribute to the head of the family, Pop, who was a role model, mentor and friend who taught the family that, "There are no shortcuts in life, and only hard work will get you there." Continued ...





CWONJ Past President Doug Karvelas and Micrologic CEO Miguel Gonzalez catch up at Pop's.



Pop's, a classic American grill, is owned by the Lenas family who graciously opened the establishment up to the association before touring their newest site in Pompton Lakes.







Special Thanks to These Generous Sponsors!

Bus Tour Sponsor



Lunch Sponsors







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

CWONJ Covers Its Bases with Spring Event ... continued

The final wash site to tour was Soaring Car Wash of Pompton Lakes, a new express site owned by the Lenas family. The attractive site boasts AutoVac vacs, DRB controls and MacNeil/ NCS equipment.

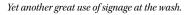
Soaring Car Wash, Pompton Lakes



The wash's main street signage is attractive.









 ${\it The DRB pay stations provide a great backdrop\ to\ more\ Soaring\ signage.}$

Poised next to the tunnel entrance is Posh Wash's Stu Markowitz, Soaring owner Spiro Lenas and NCS's George Ribeiro.





CWONJ Board Members Mike Conte and Doug Karvelas.



Bell and The Clean Ride's Bill Howell.



The wash boasts clean, crisp and attractive signage.



operated by the Lenas family. ${\it It features MacNeil/NCS equipment.}$



An abundance of free AutoVac vacs line the road facing side of the wash.

Carwash Bill Still In Play

By Sam Weinstein

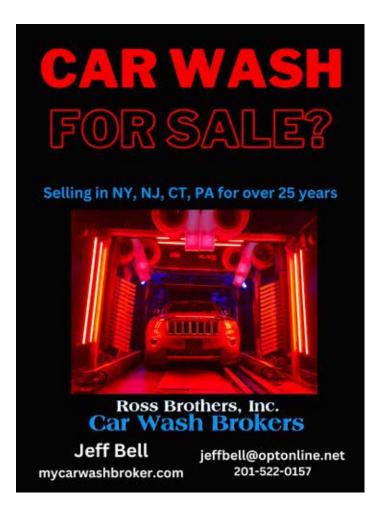


Late on Friday, June 30, Governor Phil Murphy (D) was joined by legislative leaders to sign the Fiscal Year 2024 (FY2024) Budget. The budget, which appropriates \$54.36 billion in State funds and \$26.14 billion in federal funds was originally unveiled by Governor Murphy in March. The signing of the budget represents the culmination of the budget-making process, wherein legislators, state leaders and agencies, stakeholders, and members of the public advocate before the Legislature to ensure that their funding priorities are addressed.

The signed budget includes another full pension payment of \$7.1 billion and a historic surplus of more than \$8 billion. The FY2024 budget features no new taxes or fees and continues to build upon the Murphy administration's 20 tax cuts for middle-and working-class families. Of consequence, the FY2024 budget also follows through on the sunset of the temporary Corporate Business Tax surcharge and launches a \$10 million pilot program to eliminate personal medical debt.

Carwash Bill Update

We are optimistic that during the Lame Duck Session



the Legislature will consider our legislation to permit carwash businesses to operate during states of emergency or public health emergencies. It is our priority to advance this measure: A3703 (Dunn R-25), which permits carwash businesses to operate during state of emergency or a public health emergency.

As of this writing, 21 of New Jersey's lawmakers have announced that they won't seek another term in the Legislature. In total, seven senators and 14 Assembly members indicated that they are not seeking re-election. These include:

- Senator Fred Madden (D-4)
- Assemblywoman Gabriella Mosquera (D-4)
- Senator Jean Stanfield (R-8)
- Senator Christopher Connors (R-9)
- Assemblywoman DiAnne Gove (R-9)
- · Assemblyman John Catalano (R-9)
- Senator Samuel Thompson (D-12)
- Assemblyman Daniel Benson (D-14)
- Assemblywoman Sadaf Jaffer (D-16)
- Senate Minority Leader Steven Oroho (R-24)
- Assemblyman Hal Wirths (R-24)
- Assemblywoman Mila Jasey (D-27)
- Assemblyman Ralph Caputo (D-28)
- Senator Sandra Cunningham (D-31)
- Senator Nicholas Sacco (D-32)
- Assemblyman Pedro Mejia (D-32)
- Assemblywoman Angelica Jimenez (D-32)
- Assemblywoman Annette Chaparro (D-33)
- Assemblyman Thomas Giblin (D-34)
- Assemblywoman DeAnne DeFuccio (R-39) and
- · Assemblyman Kevin Rooney (R-40).

The Legislature is likely to enter a brief recess through the election. When they return in November, it will be the last two months of the 220th legislative session, a period re-

ferred to as 'Lame Duck.' A large swath of various legislative priorities will advance at this time.



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 AMERICA'S MOST DURABLE CAR WASH MATERIAL

INNOVATORS OF FOAM CAR WASH BRUSHES







ESTABLISHED 1997

MEGELINE

KIRIKIAN INDUSTRIES LLC

WWW.NEOGLIDE.COM

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

For more information, visit neoglide.com or call us at 609.586.8818





MCA BOARD OF DIRECTORS

PRESIDENT

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

TREASURER

Jordan Rosner Liberty Car Wash, Sykesville, MD 410/878-3300 · Jordan.rosner@liberty24-7carwash.com

SECRETARY

Helen Lee Dellheim, J.D. Win Commercial Group LLC 8825 Stanford Blvd., Ste. 100, Columbia, MD 21045 410/312-0000 Helen@wincommercial.com

OPERATOR VP

Joseph Noel Autobell Car Wash, Inc. 1521 East Third St., Charlotte, NC 28204 704/527-9274 inoel@autobell.com

DISTRIBUTOR VP

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

IMMEDIATE PAST PRESIDENT

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

DIRECTORS

Bob Heid Dave DuGoff John Moran Sean Larkin

EXECUTIVE DIRECTOR

Laurie Plemons 410/647-5780 · execdir@mcacarwash.org

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

MCA NEWS

PRESIDENT'S LETTER

I hope this letter finds you well and enjoying the warmth and beauty of the season. As the President of The Mid-Atlantic Car Wash Association (MCA), I am excited to provide you with a positive update from the association.

We recently had our first board meeting with some new faces joining our Board of Directors. It was a great meeting filled with enthusiasm, fresh ideas, and a shared vision for the growth and success of the MCA. We discussed a range of important topics including industry trends, member benefits, educational initiatives, and plans for community outreach. It was inspiring to witness the collaborative discussions, innovative suggestions, and shared determination to drive our association forward.

I would like to extend our thanks to everyone who attended the MCA meeting at the Crab Deck on July 12. Your presence, active participation, and positive contributions enriched the event and made it a success. The success of this meeting is a testament to the dedication and passion within our carwash community.

I am looking forward to the Northeast Regional Carwash Convention (NRCC) coming up October 2-4 in Atlantic City, NJ! It's going to be a great event where carwash professionals from all over the region gather to see and talk about the latest innovations and techniques in the industry. I can't wait to explore the SOLD OUT exhibit floor, attend informative sessions, and network with fellow carwash enthusiasts.

As the carwash industry continues to thrive, it's crucial for professionals to stay updated with the latest industry trends, technologies and best practices. Engaging in networking opportunities, joining industry associations like the MCA, and participating in educational events can help us all remain at the forefront of the industry and further contribute to its success.

As an organization dedicated to the growth and success of the professional carwashing industry, we are thrilled to see these positive developments unfold. We strive to support and promote these advancements by facilitating knowledge-sharing platforms, organizing industry events and fostering collaboration among carwash professionals. By joining our association you will gain access to a range of benefits and opportunities designed to enhance your professional journey and propel your business forward.

Here are just a few of many reasons why joining MCA can be immensely beneficial for you:

- Networking and Collaboration. Connect with like-minded professionals, industry experts, and influential stakeholders who share your passion for the carwash industry.
- Education and Learning. Stay at the forefront of the industry by accessing our educational resources, workshops and seminars.
- Industry Advocacy. MCA actively represents the interests of its members and serves as a strong voice for the carwash industry. We advocate for favorable policies, regulations and legislation that promote growth and sustainability within the sector.
- Supplier and Vendor Connections. Gain access to a network of trusted suppliers and vendors who provide products, equipment, and services tailored to the carwash industry.

Continued

MAKE 2023 THE YEAR TO BE DIFFERENT



PROJECT SHOWN : AXIOM PRIME -X NEXT GEN

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 Architecture, Design, Engineering, MEP, Fabrication



Time To Be Different

modernwash...

unique car wash environments and more...

800 - 5II - 7208

www.modernwash.net

ALL IMAGES SHOWN COPYRIGHT @ MODERNWASH 2023



President's Letter ... continued

Joining The MCA is a strategic investment in your growth and the long-term success of your carwash business. By becoming a member you will become part of a supportive and influential network dedicated to advancing the carwash industry in the Mid-Atlantic. To learn more about MCA and become a member, please visit our website at www.mca.org or send me an email at execdir@ mcacarwash.org. We would be happy to answer any questions you may have and guide you through the membership process. On behalf of the entire board, I extend my sincere appreciation to all our members for their ongoing support, dedication and involvement. It is through your active participation that we can shape the future

> of the carwash industry and create a thriving community for all.



Tom Morris, MCA President

Pretty Cool!



Dave and Ben DuGoff of College Park Car Wash won Kleen-Rite Corporation's Arbor Day Contest and went home with a Yeti Cooler! The carwashers are long-time MCA members and operate a wash in College Park and Beltsville, MD. The College Park site, their first wash, opened in 1997.

Your Unlimited Program Is it RETURN or RECHURN?

Tips for mastering the unlimited sales process while minimizing financial fallout with Myrrh Consulting's Chris Brown



TUESDAY, OCTOBER 3 NRCC, Atlantic City Convention Center Register at nrccshow.com



Make more. Stress less.

1-844-MORE-REV www.MyrrhConsulting.com



PRE-PROGRAMMED SPEAKER DELIVER LOUD, CLEAR VOICE INSTRUCTIONS IN ANY ENVIRONMENT

NOW WITH USB PORT TO LOAD YOUR OWN MESSAGES!

Multiple Mounting Options

The AN454 can be mounted via a stainless steel bracket (included) to allow a customizable mounting angle, but can also be panel-mounted or direct-mounted to a standard handy box via our special molded rear cover.

LOUD, Clear Output

Floyd Bell has been engineering industrial audio devices for more than 40 years. Not satisfied with existing speaker housings, our engineers designed this speaker to be able to be heard in just about every

Up to 6 Minutes of Stored Sound

The 9-30VDC AN454W 16VUSB can play back up to 6 minutes of high output (up to 115dB) audio. The internally-stored audio can be divided into 16 separate messages, selectable via input logic to the system. On-board USB port allows user to upload their own sounds!

Durable, Water-Resistant Construction

Our AN454 speaker is an indoor/outdoor speaker, capable of operating in harsh environments without affecting the output or quality of its sound. Originally designed for use in car washes, this speaker is TOUGH

Floyd Bell's NEW AN454 Announcer

Our new AN454W_16VUSB Programmable speaker was specifically engineered tomeet the high-demands of a rugged indoor/outdoor environment. The 5.5"unit delivers LOUD (Up to 115dB), clear sound. The audio can be divided into 16 separate messages, selectable via input logic to the system. Simply apply 9-30VDC and the stored message is played.

For more information, 1-888-Floyd-Bell www.FloydBell.com



All Floyd Bell products are proudly manufactured in our facility in Columbus, OH.

00

Floyd Bell Inc

American-made audible products since 1972

MCA Enjoys Fisherman's Crab Deck, **Autobell Tour**

By Alyssa Kroh

The Mid Atlantic Car Wash Association (MCA) event on July 12 at Fisherman's Crab Deck in Kent Island, MD, was more than just a gathering of industry professionals, it provided an engaging and insightful platform for learning and networking. And as a result, the MCA demonstrated its commitment to supporting the growth and success of carwash businesses in the region.

The event was attended by carwash owners, managers, technicians, suppliers and industry experts from across the Mid-Atlantic region. The diverse mix of participants fostered an environment conducive to sharing insights, best practices, and discussing the latest trends and challenges facing the industry.

One of the event's highlights was the exclusive tour of the nearby Autobell Car Wash in Chester, MD, a prominent name in the carwash industry known for its commitment to quality and customer service. The tour provided attendees with a behindthe-scenes look at Autobell's state-of-the-art carwash technology and their meticulous processes for ensuring an exceptional carwashing experience.

During the tour, attendees had the opportunity to observe various aspects of Autobell's operations, including their advanced washing equipment, eco-friendly practices and stringent quality control measures. Autobell's knowledgeable staff also conducted interactive demonstrations, explaining their innovative techniques and answering questions from attendees.



Following the Autobell Car Wash tour, the event continued back at Fisherman's Crab Deck with a lively networking session. Attendees engaged in vibrant discussions, exchanged business cards and formed valuable connections within the industry. This networking segment of the event proved invaluable as attendees shared insights, strategies, and experiences, further enrich-

ing their professional networks.

The event proved to be a resounding success. Attendees left the event inspired, armed with new knowledge, and equipped with connections to help them stay at the forefront of the ever-evolving carwash industry. The event served as a testament to MCA's commitment to fostering collaboration, innovation and excellence within the carwash industry. NC Alyssa Kroh is with Chesapeake Carwash in Annapolis, MD.



A good crowd turned out for the meeting, tour and dinner at Fisherman's Crab Deck in Kent Island, MD.







MCA President Tom Morris led the meeting.



 $Attendees\,Helen\,Dellheim, Ben\,DuGoff\, and\, Jonathan\, Wiles\, took\, a\, break\, to\, catch\, up.$



OFFICERS

President: Jeffrey Katseff Turnpike Car Wash 978-535-3348 jeffreykatseff@gmail.com

Immediate Past President: Patrick Mosesso Auto Bright Car Care 508-879-3585 pfmosesso@gmail.com

Operator Vice President: John Shalbey, Esq. RoJo Co. 781-762-8280 john@rojocarwash.com

Supplier Vice President: Brian Stanikmas Simoniz USA 774-696-6714 bstanikmas@simoniz.com

Treasurer/ Secretary: Chris Ouimet Fitzy's Car and Pet Wash 508-839-5250 couimet@fitzyscarwash.com

OPERATOR DIRECTORS

Derek Mourad Neponset Circle Car Wash 617-288-1581 derek@mouradinc.com

Alex Paisner ScrubaDub 508-650-1155 alex@scrubadub.com

Bob Sanft Global Partners LP 508-287-8445 rsanft@globalp.com

Felix Taranto Triton Wash Car Care Center 978-658-3100 ft@tritonwash.com

Chris Vercollone Briteway Car Wash 781-934-7300 X 8142 chrisverc@britewaycarwash.com

SUPPLIER DIRECTORS

Jeff Arimento The Car Wash Pros LLC 978-429-1056 jarimento@tcwpros.com

Michael Snow Maintenance Tech 207-775-1516 michael@carwashtec.com

Matt Unger Auto Wash Technologies 617-678-8881 unger@autowash.net

2400 Post Road Warwick, RI 02886 info@newenglandcarwash.org www.newenglandcarwash.org Executive Director: Jack Hutson, CAE

781-245-7400

NEWENGLANDCARWASH.ORG

NECA NEWS

PRESIDENT'S LETTER

Greetings from the New England Carwash Association (NECA)! As the summer winds down and fall is upon us, nature provides a stark reminder that winter is coming, fast! For us carwash operators in the Northeast this time of year vehicles are not getting as dirty mainly due to a lack of pollen, road salts, and muddy sidewalls from trips to the mountains. So as business slows, the time becomes more available to refocus our efforts on major repairs, remodels and preparations for snow and freezing temperatures.

The NECA has been having an outstanding year in terms of membership, events, and progress with future projects. We have made headway with our new website development, and are excited to offer greater features and ease of navigation for the benefit of our members and sponsors, which we aim to complete before the end of the year. I am very grateful to everyone involved, especially to our Board and staff listed on the left side of this page who have been instrumental in our success thus far.

Our latest event was the NECA Bus Tour and Reception. This year the event was held in the Metro-West area of Massachusetts, about an hour outside of Boston. Approximately 120 NECA members composed of carwash employees, owner/operators and industry suppliers met and hopped on buses for the event. This annual tour gives us the opportunity to get out of our own washes or offices, get together with other carwash professionals, and see firsthand the tunnels, bays and backrooms of other respected washes in our network. We toured AutoBrite Car Care in Framingham, Fitzy's Car and Pet Wash in Grafton, and Golden Nozzle Car Wash in Westborough. After the tour, we finished the day at the Night Shift Brewing Taproom in Natick. Feedback for the event was highly positive, and I would like to extend thanks and recognition to the Committee Leads, Brian Messina and John Shalbey, Jr., our gracious hosts listed above, and of course our sponsors for the event: Autowash Maintenance Corp., Sonny's CarWash Services Northeast, DRB, AutoWash Technologies, G & G Industrial Lighting, Car Wash Pros, Maintenance Tech., Inc (MTI), Simoniz USA, Bay State Sewage Disposal and NCS Vehicle Care. This event is designed to foster and support a helpful, educated carwash community in the Northeast. If you are a member of the NECA, I highly encourage you to attend next year.

The next NECA event is our charity Golf Outing, held on October 16, at the Marlborough Country Club in Marlborough. This year's featured charity is Angel Flight NE, a non-profit organization that arranges free air and ground medical transportation for patients with limited financial resources who require frequent trips to life-saving medical care. All are welcome to the event, and we invite you to join in on the fun. Last year we were able and grateful to provide a \$7,500 donation to Cradles to Crayons along with \$2,000 in educational scholarships. Feel free to learn more about membership and our other upcoming events at www.newenglandcarwash.org



I hope to see you at the Northeast Regional Carwash Convention (NRCC), October 2-4, in Atlantic City.

Jeffrey Katseff, NECA President

It's a Girl!

Congratulations to John and Katie Shalbey on the birth of their third daughter, Isabella Marie, born on July 25. She weighed in at 8 pounds and 2 ounces and was 21 inches long. I think the New England Carwash Association (NECA) vice president and Northeast Regional Carwash Convention (NRCC) board member is a bit outnumbered!

Big sisters Sophia Marie (left) and Emma Marie (right) with their new sister





NECA Awards Five Scholarships

The New England Carwash Association (NECA) is pleased to introduce its 2023 Scholarship recipients. Since 2011, including this year, the association has awarded \$37,000 in scholarships to deserving member company employees or their children.

Each year, one scholarship is awarded in memory of Tom Rando to an applicant who embodies the values and talents of Tom Rando, an entrepreneur, innovator and respected industry leader. The 2023 Thomas Rando Scholarship recipient is Owen Flanagan, whose dad Jay Flanagan works for ScrubaDub. Owen is a freshman at UMass Lowell, and has a passion for music and sound



production, and hopes to graduate with an advanced level of knowledge regarding sound technology to work in a studio. He

has long been a music aficionado.

Owen's sister Grace Flanagan is also a 2023 scholarship winner. Grace is a junior at Sacred Heart University in Fairfield, CT, and plans to graduate with a degree in marketing that should allow her to use her creativity and skills in writing to connect with people.

Jacob Arimento is a senior at Littleton High School in Littleton and plans to attend Worcester Polytechnic Institute (WPI) in Worcester in the fall to study Mechanical Engineering. He is a member of the National Honor Society and wants to study mechanical engineering because he loves to discover how things work. Jake's mother Kelly Kane works for Car Wash Pros.





Billie Prescott is a 2018 graduate of Foxborough High School and is currently studying nursing at Laboure College in Milton. Her mother Pam Mitchell works for ScrubaDub and on her application one of her letters of recommendation said, "Billie spends most of her free time working as much as she can to afford nursing school and her books. When Billie is not in class or working, she's studying. She's even taken it upon herself to organize study

groups with her fellow nursing classmates. Her dedication is remarkable."





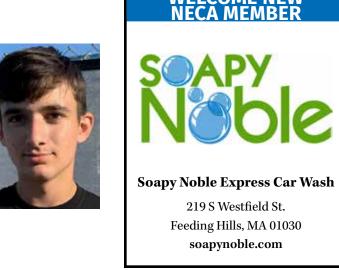
Arlen Company Construction can bring your wash back to life!



This year's final winner is Andrew Sanft, a Durfee High School Senior who plans to study electrical engineering this fall at Roger Williams University in Bristol, RI. Andrew believes that as an engineer he will have the ability to solve problems and help make other people's lives better. His father, Bob Sanft, works at Global Partners.

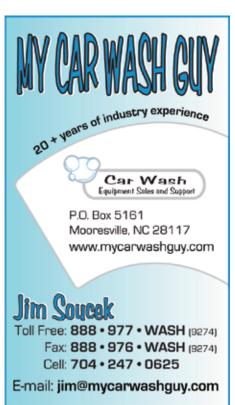
For more information about our Scholarships visit newenglandcarwash.org or call the office at 781/245-7400.











NECA Tours Three Sites, Visits Level99



The New England Carwash Association (NECA) took to the road on Tuesday, June 20, to tour three sites in the metro-west area of Massachusetts. Attendees boarded a bus at Level99, a challengebased entertainment center in the Natick Mall, and headed to Fitzy's Car & Pet Wash in North Grafton for a tour of the multi-profit center tunnel site that also includes interior self-service bays, a pet wash and a full interior detailing option owned by Brian Gerald. The group also enjoyed lunch at the site sponsored by DRB Systems. Next, the group of 100+ toured Golden Nozzle Carwash in Westborough, an exterior site with a Jiffy Lube. The company has 50+ locations in Connecticut, New Hampshire, Maine, Massachusetts and Rhode Island and is now part of the Nouria family. The group then traveled to Auto Bright Car Care Center in Framingham. This site is owned by Patrick Mosesso and features an express lube, 24-hour gas/C-Store, a 100-foot conveyor carwash, self-service bays and a detail center. The bus tour was sponsored by Autowash Maintenance and Sonny's Car Wash Services Northeast.

Fitzy's Car & Pet Wash, North Grafton

The group then returned to Level99 and thanks to the presenting and conversation station sponsors, Car Wash Pros, LLC; Maintenance Tech, Inc.; Simoniz USA; Bay State Sewage; AutoWash Technologies and National Carwash Solutions - a great time was had by all. Food and drinks were severed after at the Night Shift Brewery inside Level 99. Thanks again to AutoWash Techonologies for the free drink and to dessert sponsor G&G Industrial Lighting.





Now that's a handsome group of carwashers! ScrubaDub's Bobby Paisner, Triple Play's Dave Ellard and ScrubaDub's Danny Paisner at the first stop on the tour.



able to show off their site.





DRB 's~Chris~McF adden~and~Rojo's~John~Shalbey~catch~up~during~the~tour.



 $\label{lighting and ample signage make for an enjoyable wash experience.$



The Jilly Lube oil change adds another profit center to the site.

The inside self-service bays add an interesting element to the multi-profit center on the wash site.

Despite some ominous clouds, the tour was completed before the rain hit.

NECA Tours Three Sites, Visits Level99 ... continued

Golden Nozzle Carwash, Westborough





Team Golden Nozzle: Richard "Smitty" Smith, Ryan Roberts and Tom Dubay.



NECA President Jeff Katseff and Simoniz' Brian Stanikmas strike a pose.



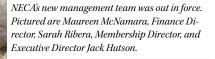
 $Golden\ Nozzle\ Manager\ John\ Farnham,\ Ryan\ Roberts$ and Simoniz USA's Scott Goodreau.

The team from Royal T Car Wash in Derry, NH.



Ken Calabro with Prestige and Simoniz USA's Barry Smith and Ryan Gough.

> Vacs abound at the busy site.



Continue for more NECA Tour photos...

NECA Tours Three Sites, Visits Level99 ... continued

Auto Bright Car Care Center, Framingham

Site owner, Patrick Mosesso (far right) catches up with Ian and Bobby Paisner.





Vacs by the street are eye catching and easy for customers to pull in and use.





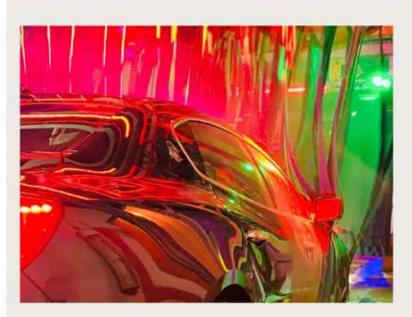




The two bay detailing center is flush to the entrance of the frictionless PDQ inbay automatic.



Continue for more NECA Tour photos...



It's clearly marked that entrance to the bays is behind the wash.



Agent/Consultant

207.347.1903

Carwash-solutions@outlook.com

CAR WASH SOLUTIONS

An experienced car wash insurance expert.

Focused on protecting your car wash, whether you have one site or multi sites.

We can help with all lines of insurance:

- · General Liability
- Property
- Business Auto
- Garagekeeper's
- Workers' Compensation

Call or email to set up a consultation

85 South River Rd. Suite 1 # 1016 Bedford, NH 03110



NECA Tours Three Sites, Visits Level99 ... continued

Auto Bright Car Care Center, Framingham ... continued

> The entrance to the tunnel displays the Auto Bright logo.







This group took a moment out of the fun to catch up! Auto Wash Technologies' Chris Zona and Golden Nozzle's "Smitty "and Ryan Roberts.



ScrubaDub's Kevin Fitzgerald and Bruno Mourao.



Customers are encouraged to TEXT ABCC1 to 30400 for a FREE Ultimate Wash!



The professional street signage says it all!

JOYCE MEDIA

Web Design **Web Hosting Search Engine Submissions** Full website management

FREE SITE UPDATES UP TO I HOUR PER MONTH!

info@joycemedia.com www.JoyceMedia.com

toll free

888.503.9955

CAR WASH PROS

SERVICE - EQUIPMENT - SOLUTIONS

Serving all of New England

In a world full of large organizations, it's nice to know you have a local alternative willing to do

'Whatever it takes'













Shrewsbury MA – Newton NH

sales@tcwpros.com - 978-942-5757



Green Ocean owner, Clint Kendall, has learned a lot since opening up his first site during the Pandemic.

Green Ocean Turns Unique Traffic Flow Into an Asset

Green Ocean Car Wash is entertainment marketing executive Clint Kendall's first foray into the carwash business, and he has tapped into knowledgeable carwash talent (Matt Traffie and Bob Keane) and his own perseverance to make it a hit.

The express exterior wash, with four full-time employees, sits on a half acre on a busy street near the center of Falmouth, MA, at 187 E. Teaticket Hwy., in the southwest corner of Cape Cod. It is unusual in that if traffic backs up, customers can pull out of line, drive around and exit the wash. Customers enter through the front of the building rather than the back, then go through the wash and have the option of using one of three payas-you-go vacuum stations.

"Traffic flow was a major concern for all involved and was addressed by reversing the traffic flow through the site, thereby creating more stacking for entering and exiting leaving no 'traffic back-up' issues," said Matt Traffie of Arlen Company Construction LLC, New Ipswich, NH, who designed and built Green Ocean.





Another concern was meeting strict building codes. "Being on historic Cape Cod presented its own challenge. The building must fit in with Colonial architecture and be environmentally friendly," Traffie noted.

Getting the town of Falmouth's approval was layered and time consuming. "The town planners were very concerned about traffic flow, water usage, discharge and reclamation. Rainwater and site water runoff needed to be addressed and contained

Continued ...

CAR WASH





Arlen's Matt Traffie and his team were instrumental in the wash's design.

Green Ocean Car Wash ... continued

within the site boundaries, which was completed by designing an underground containment system," Traffie said.

Overcoming Challenges

Green Ocean launched in 2020, at the onset of COVID-19. Pre-pandemic, Kendall recalls thinking, "How hard could it be? Once you get into it, it's not as simple as it looks. There were a lot of times when it was getting frustrating and I thought about just giving up on it, but I'm obviously glad I didn't," Kendall said.

Prior to owning the site, one of Kendall's weekend routines was washing his car at his home in Boston (taboo)! But recognizing that not everyone enjoys washing their own cars (and then learning how environmentally unfriendly that is), Kendall found a site on the Cape that had a closed ice cream shop he thought would make a great wash. Various people have since told him it had been home to several fast food restaurants. The nearest carwash, at the time, was "pretty old" (it has since been purchased by a chain, according to Kendall). "We're still far enough apart that we don't compete head to head quite as much," Kendall said.

Finding the right location is the most important thing, he said, followed by identifying other companies to help complete the project.

From the start, Kendall tapped into the expertise of Bob Keane of Autowash Maintenance Corp., Malden, MA. The company distributes, installs and services carwash equipment. Keane assembled a team to help move Green Ocean through the permitting process and beyond. "Noise and traffic were challenges that we eventually got around, so once we did that we basically

> ordered all the equipment, we installed all the equipment, we maintain it and supply it with all the Formula Finish chemical cleaning products to keep them going," Keane said.

> The long, narrow building is about 2,600 square feet and runs east-west, with a peaked roof (south facing side). Added Kendall, "So I basically covered the whole thing in solar panels,

> > Continued ...

The pay stations in this express model obviously facilitate ease of flow. Customers then enter the tunnel from the street side and exit to either leave the wash or use the vacs before exiting.





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





Green Ocean Car Wash ... continued

which has been great because it reduces my electricity, which is not insignificant for a mechanical operation that runs all on electricity, and it also helps in the marketing positioning." The solar panels ran about \$70,000, which Kendall hopes to recoup in seven years.

Colorful Name

Green Ocean gets its name from the color of the Atlantic, which turns turquoise at low tide. It also reflects the wash's focus on the environment, including its roof full of solar panels that help mitigate electricity costs "and 'Green Ocean' because we're a seaside town," Kendall said.

Kendall used his marketing background to elevate the wash to the next level. "I was very conscious of what I wanted with the look and feel of both the physical building and the branding — the colors, the logos — beyond just the functionality of the carwash," he said. "I also invested in professional photography and videography to create advertising assets."

Falmouth has about 100,000 residents in the summer, but unlike some other coastal areas has a year-round population of 30,000. Green Ocean has two pay stations and features a Sonny's 80-foot friction express tunnel with an ozone reclamation system. It uses Formula Finish cleaning products, which are biodegradable and boasts Airlift Doors and a Pur-Clean[™] reclaim system.

The Ultimate Wash is \$21, the Works Wash is \$17, the Super Wash is \$14 and the Express Wash for \$11. All are available for monthly unlimited subscriptions ranging from \$21.99 to \$41.99. The aim is to keep it budgetfriendly, Kendall said. "The carwash is an affordable luxury and makes an old car look new," he said. "So it's meaningful to people."

Tiffany Kjos is a Tuscon, AZ, based reporter and editor with ties to Virginia and beyond. She won a Small Business Administration award for her reporting, was the president of the state press club and had edited fiction and nonfiction books.



The 80-foot Sonny's equipped tunnel boasts an ozone reclamation system and uses Formula Finish biodegradable cleaning products. The site is maintained by Autowash Maintenance.





WE'RE NOT BRINGING STORAGE TANKS.

WE DON'T NEED THEM.



THE ULTIMATE REVERSE OSMOSIS SOLUTION

Reverse Osmosis by innovateIT. Featuring RO 'Flow on Demand' technology that automatically adjusts RO production to match tunnel usage,

elimating the need for external storage tanks.









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

585/750-1195 • rpeter25@outlook.com

Christian King, treasurer

KNC Holdings, Albany 518/783-2100 ext $5 \cdot \text{cking@kncholdingsinc.com}$

BOARD MEMBERS

Gary Baright, Foam & Wash 914/757-2700 · gbaright@foamandwash.com

Jake Collison, Simoniz USA 978/518-0018 • jcollison@simoniz.com

Chris Kubarek, K & S Car Wash

315/255-1414 · cjkubarek@me.com Meeghan Sheckler, Car Wash Solutions

207/347-1903 · carwash-solutions@outlook.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

Dennis O'Shaughnessy, Sr. Mark Kubarek

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

NYSCWA NEWS

PRESIDENT'S LETTER

The carwash industry has experienced significant growth in recent years, with an increasing number of new carwash locations and the arrival of outside investment. As the industry becomes more competitive, it is essential for carwash owners and leaders to focus on effective coaching and leadership strategies to stay ahead and maintain a competitive edge.

Coaching plays a pivotal role in the development and growth of employees in any industry. As I speak to carwash operators, as well as other owners and managers of other service industry businesses, staffing continues to be a challenge. Many of these businesses are working on ways to keep the employees who they do manage to hire. These new employee's priorities may be different from what employee priorities were pre-COVID. The truth is that the importance of work-life balance and the importance of a company's social footprint to employees are changing, and it seems that COVID sped up the process. Many employees took the opportunity during their COVID experience to look at work and life differently.

I recently visited some carwashes where the owners took the employee engagement experience to a new level. These operators approached engaging their staff the way they approached engaging their customers. The results were clear — when employees feel appreciated, when they feel engaged and empowered it spills over to how they treat their customers. These organizations provide their teams with guidance and training and as a result, they need to excel in their roles and deliver exceptional customer service.

Some key benefits of coaching in the carwash industry include improved employee performance. Effective coaching empowers employees to acquire new skills, enhance their performance, and improve overall efficiency, in addition to increasing productivity and enhancing customer experiences.

Coaching helps employees feel valued, supported and motivated, leading to higher levels of engagement and job satisfaction that leads to a stronger team where everyone feels that they are contributing.

Strong leadership within the carwash industry sets the tone for the entire organization. Successful leaders inspire their teams, foster a positive work environment, and drive the business toward success. Effective carwash leaders should:

- Communicate goals, expectations and feedback clearly to ensure everyone is on the same page.
- Practice active listening and have an open-door policy where employees feel comfortable discussing problems or offering solutions or ideas on how to be more productive.
- Empower their team members by delegating responsibilities, promoting autonomy and fostering a sense of ownership. When team members feel they can make an impact they are more willing to share ideas.
- Encourage creativity as you didn't know everything when you started either, so be open to new ideas.
 - Provide opportunities for their team to contribute to the mission.

Continued on page 99...

Prioritizing Safety Prevents Accidents, Builds Customer Loyalty

By Meeghan Sheckler

Making a carwash safer involves a combination of preventive measures, staff training, regular maintenance and clear communication with customers. Here are some key steps a carwash owners can take to enhance safety:

- Comprehensive Staff Training: Ensure that all employees receive thorough training on the safe operation of carwash equipment and handling cleaning agents. Teach them about potential hazards and how to address emergencies.
- Regular Equipment Maintenance: Schedule routine inspections and maintenance for all carwash machinery and equipment. This helps identify and fix any potential issues before they lead to accidents.
- · Clear Safety Signage: Display visible safety signs throughout the carwash facility, instructing customers and employees on proper procedures, potential hazards and all safety precautions.
- **Non-Slip Flooring:** Use non-slip flooring in the washing bays and pedestrian areas to prevent slips and falls, especially where water and soap may accumulate.
- **Proper Lighting:** Ensure that the entire carwash area is well lit, both inside and outside, to provide clear visibility and prevent accidents.
- Personal Protective Equipment (PPE): Provide appropriate PPE, such as gloves and eye protection, for employees who handle cleaning agents or perform maintenance tasks.
- Environmental Responsibility: Use environmentally-friendly cleaning agents and water recycling systems to minimize the environmental impact of the carwash operation.
- Vehicle Clearance Measurements: Install sensors or indicators to prevent vehicles from entering the carwash if they exceed height or width restrictions, reducing the risk of damage.
- Customer Education: Post clear instructions for customers to follow during the carwash process, including staying inside their vehicles and keeping windows closed.
- **Emergency Response Plan:** Develop a comprehensive emergency response plan that includes procedures for accidents, injuries or equipment malfunctions.
- Security Measures: Implement security measures, such as surveillance cameras and alarm systems, to deter potential vandalism or unauthorized access to the carwash facility.

- Regular Safety Audits: Conduct regular safety audits to evaluate compliance with safety protocols and identify areas for improvement.
- **Customer Feedback:** Encourage customers to provide feedback on their carwash experience, including any safety concerns. Use this information to make necessary adjustments.

By proactively implementing these safety measures and maintaining a culture of safety within the carwash facility, owners can cre-

ate a secure environment for both customers and staff. Prioritizing safety not only prevents accidents but also contributes to building a positive reputation and trust among patrons.

Meeghan Sheckler runs a Carwash Solutions Insurance Program focusing on protecting your carwash, whether one site or multi sites. For more information please call 207/347-1903 or email Meeghan at Carwash-solutions@outlook.com



Meeghan Sheckler



Merchant Advocate has saved its clients more than \$250 Million in excess credit card processing fees without switching processors!



merchantadvocate.com/NYSCWA

With Help From My Indoor Tree



By Ray Justice

If you are reading these words you know that what will come next will likely make you stop and delve into a topic you might not be comfortable exploring. And that is simply the beauty of Ray's column, CONNECTIONS. For the last 18 years I have had the pleasure of working with and learning from his insight. I have asked Ray to push the envelope a bit with the topics he covers so that we can all look deeper inside our emotions, thoughts and beliefs and peel back the layers to better understand ourselves and those around us. And if you've read this far, you are a true CONNECTIONS follower, and how lucky are you to keep exploring and growing with Ray. In his very first column in the spring of 2005 he asked us to silence the inner critic and open our inner creator. Please continue to do just that with this column and those to follow. - Suzanne Stansbury

In this issue I am sharing an exercise from an intuition program I'm part of to show you just how simple and powerful pausing to allow can be.

Our assignment was to go outdoors and connect with a tree, a rock, or anything else provided by nature. After being drawn to a part of nature, we pause, hold, or touch our object. If possible, we take a couple of slow deep breaths, and maybe close our eyes. When we are ready and feel connected to our choice, we ask the following question, "Do you have any messages for me?"

It does not need to be spoken aloud. Patiently wait to see what shows up. You may feel silly at first, but remember you are sharing an energy with part of our planet's life.

What is this energy saying to you? Part of this exercise is to practice letting go of our thoughts and, by doing so, being aware of different energies and messages nature may have. We are listening.

For my practice, I did not make it outdoors due to the weather. Instead, I used a natural substitute, an oversized houseplant, labeled My Indoor Tree. The purpose of the exercise was to get us out of our heads and our thoughts to allow connection to other energies in nature.

Here is the step-by-step story of my outcome, followed by further explanation.

My Indoor Tree

I pause, standing beneath my homegrown indoor tree. After taking a couple of slow, deep breaths I silently ask, Do you have any messages for me?

The first thing noticed was how cool the bark-covered stem was as I wrapped my fingers around it. (Hmmm! Interesting.)

It immediately brought up the fact of wonderful shading that trees provide on hot summer days.

That led me to the words that had been written in my poetry book.

It is a very short verse with a deep, inquisitive meaning. "In the Shade of You

I Am"

That was my own current message, to myself, from my tree. The energy of connection, in this moment, oneness with plant life. The awareness of oneness helping me to progress forward.

Letting go of what I know and seeing what happens.

My emotional state, which had been impatience from too much going on, immediately calmed and slowed my breath. (Another Hmmm! That easy and simple?) My indoor tree did that for me. My Intention arrived before I knew it.

What is the one thing that I want to focus on for each project, task, or event?

For me, it is being creative. It is and needs to be, Intuitively Creative and focused on that in each situation. Having creative thoughts or occurrences helps me stay balanced and innovative.

A gift from my inside tree to my inner self. (Hmmm! I owe her one.)

Exercise Review Notes

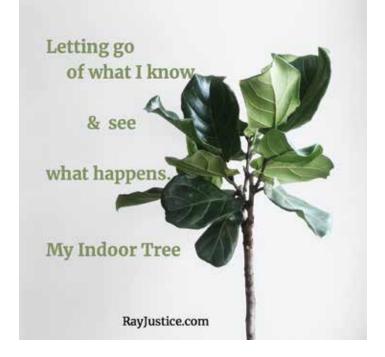
- 1. Pausing, then touching a part of the tree, realizing how cool it felt.
- 2. Next, an immediate thought of how trees give wonderful shade.
- 3. This led to thoughts of my poetic verse about shade, and that led me to become aware that my main focus is to be Intuitively Creative.

I took my mission seriously and have actually done similar many times. At first, thinking constantly, way too much. Doing so, was not allowing an energy message to come through. Once I got the hang of stillness, following my breath, it became easy. Allowing another of nature's community of life to transfer its energy-thoughts, all happening by listening, calming my mind while listening to allow.

Think of it the same as having a conversation with another person with focused listening. If you are talking or daydreaming about something else, you are not fully listening. The same here, for me with my tree, for any of us connecting with nature. Our thoughts often get in the way, and we miss an amazing opportunity.

Summary: Practice letting go of knowing and thinking you know. Be patient and allow this to flow as nature does. There are some powerful gifts with letting go and allowing. Spend some time thinking about, and better yet, writing about what this all means. We all need patience and practice to overcome our habits, and that includes the habits of our thoughts.

We are programmed by repetition, and we also have choices of what we allow inside our habits and beliefs. Inspiring future



possibilities can be encouraged and helped along the way when we get a handle on "Letting go and Listening."

Here is an A.I. (Artificial Intelligence) comment on trees. In essence, trees serve as silent messengers, reminding us of the profound wisdom and harmony found in the natural world, urging us to respect and protect the delicate balance of our planet.

If you have read this far, if you are sensing an interest and are curious, take the time to read again. Write what you have felt and what you are wondering, then read that again. We learn by repeating practice.

This is a quote I used in previous articles. It might click more this time.

> "Think with a Pen & Paper. The Pen has Ideas & the Paper Remembers them for you."

What else in nature could you do this with? Clouds, Grass, Stones, Rain.

Curiosity Awareness can lead to miraculous incites and is often the beginning of new Creativities. Here's to encouraging Pausing, Curiosity and Allowing, becoming a dominant part of your day-to-day life. Keep remembering things are changing faster and faster and prepare by knowing yourself and your habits.

For additional information on forest connections see my article in this magazine from the Spring 2017 issue at northeastcarwasher.com.

I have a new book with soulful poetic verses available on Amazon.com with a link to it on RayJustice.com. The Title is Spiritual Arousal, A Journey into Connection.

P.S. Getting to deeply know and understand yourself and how you function will be more important than we are used to. Things are changing faster and faster.

Ray Justice is an Entrepreneur, Poet & Creativity Explorer. He is a former carwash operator and past president of the NYSCWA. Visit him at RayJustice. com where he offers inspiring and useful tools to grow.



Ray Justice

President's Letter ... continued from page 96

· Lead by example and demonstrate integrity, and serve as a role model and motivate their employees to perform at their best.

Regular Training is Key

Several coaching and leadership techniques can be adopted to maximize employee potential and drive business success. Some of these techniques include regular training programs. Implementing regular training programs for employees ensures that they stay updated with industry trends and best practices.

Providing constructive feedback to employees helps them understand areas of improvement and encourages their personal and professional growth.

Have your team participate in setting clear, measurable goals and objectives which help employees stay motivated and focused on achieving success. And recognizing and rewarding employees for their exceptional performance encourages a sense of accomplishment and boosts morale.

As our industry and the people who we rely on to provide our services change, coaching and leadership become even more important. Good coaches and leaders play a crucial role in driving team success, improving employee performance and fostering a positive work environment. By implementing effective coaching and leadership techniques we can empower teams, enhance customer satisfaction, and stay ahead in this competitive industry.

A great way to learn more about these topics is to join your state association and be sure to attend the Northeast Regional Carwash Convention (NRCC), October 2-4, in Atlantic City. The educational track and SOLD OUT show floor will inspire and motivate you and your team. See you there!



Walter Hartl, NYSCWA President

^{*} Fun Fact: This column was primarily generated with an AI (artificial intelligence) app.

Automatic Renewal and Gift Program Updates



By William Y. Crowell, III

Many carwash operators have implemented unlimited carwash membership plans, which are subject to automatic renewal. Carwash gift certificates are also a regular offering to consumers. These programs have both become standard within the industry. New York State over the last several years has implemented various consumer protections directed at automatic renewal programs and gift certificates. This overview of recent changes serves as an alert to determine if an update is required for current programs. Your attorney should be consulted to assist you with any questions about updates to or operation of your programs.

A new article 29-BB of the New York State General Business Law was enacted in 2021 to provide strict parameters for automatic renewal and continuous service clauses in paid subscription or purchasing agreements with consumers. This statute applies to unlimited carwash membership plans. Contracts for automatic renewal of unlimited carwash membership plans are required to contain terms that are conspicuous and clear including that the subscription or purchasing agreement will continue until terminated, the cancellation policy, the amount of the recurring charges, the length of the automatic renewal term or that the service is continuous. There are specific requirements relative to the display of this material. The consumer must affirmatively consent to the automatic renewal provision prior to being charged for any services. The consumer should receive an acknowledgement after enrollment that restates the program's terms and cancellation policy. The cancellation policy must accommodate the same method used by the consumer to enroll in the program. A consumer using a website to subscribe to the plan must be able to use the website to terminate membership in the plan. If any material changes are made to a subscription plan, the changes must be disclosed, and the consumer must be provided with a method to cancel their subscription. Violations are enforced by the Attorney General through injunctive relief against the seller. The court can impose penalties for violations. A seller who demonstrates by a preponderance of the evidence that a violation was not intentional but resulted from a bona fide error, notwithstanding procedures reasonably adopted to avoid such an error may be entitled to escape liability. The availability of this defense should encourage sellers to have their attorneys carefully construct the contract terms and conditions to comply with the statute.

Several changes were made to requirements for gift certificates that are found in the General Business Law section 396-i, which were effective on December 10, 2022. The gift certificate expiration date was increased from five to nine years after the date of issuance of the gift certificate. The devaluation of the gift certificate based on the passage of time is prohibited. These changes also eliminated most fees that were being charged on gift certificates including for: activation, retroactive, redemption, service, dormancy, latency, administrative, handling, access, periodic, renewal, reloading or any other kind with a limited exception for an open loop gift certificate. Gift certificate issuers are required to allow a card redemption where the remaining balance is less than \$5. This redemption provision doesn't apply to open loop or promotional gift certificates.

The most recent change impacting gift certificates took effect on June 20, 2023, as a result of a new subdivision 2b added to General Business Law section 396-i. Under this provision gift certificate issuers are required to warn customers of potential prepaid card scams by displaying a conspicuous notice where the gift certificate is displayed or at or near the physical location where the sale occurs. The New York State Department of State Division of Consumer Protection has prepared a model notice for display, which is found at its website dos.ny/gov/business-resource. The purpose of this notice is to notify consumers that gift cards are to be used for gifts not for payments. It provides a number for the Division of Consumer Protection that may be used to report a scam.

Although well intentioned this statute captures carwash gift certificates which are only sold for use at a particular carwash operator's washes. The utility of a carwash certificate for a scammer is limited as it is not convertible to cash and has limited transferability in exchange for cash. The public policy rationale for this statutory change was to alert consumers to the use of gift cards as a payment method by scammers. The inability to trace gift cards which are loaded with cash provide scammers with protection from law enforcement. The New York State Car Wash Association (NYSCWA) has raised the issue of the limited value of this

notice requirement in the case of carwash gift certificates. It however is currently the law, so compliance is required.



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



CAR WASH SUPPLY TM

Your Partner in Car Wash Success



In Bay Express



In Bay Automatic



BOOTH #239



Large Vehicle Wash

Self Serve

D&S Car Wash Supply

800.844.3442



Pristine Expands Footprint to Four Sites

By Tiffany Kjos

The family who owns three Pristine Auto Wash locations in upstate New York is shifting gears, this time building a facility with an express tunnel minutes from another Pristine site in Herkimer.

Pristine's existing washes, including in Herkimer, Utica and Boonville, feature inbay automatics. In Boonville there are also self-service bays. The wash under construction in Herkimer, in Central New York, will feature a 125-foot express tunnel and should open in early 2024.

Although the carwash business is increasingly competitive, with an influx of private equity money and others hoping for a piece of the pie, family patriarch Salvatore Salamone has found success even having bought a pizzeria in Boonville in 1982 when there were "pizzerias on every corner," said son Frank Salamone, who along with his dad runs Pristine and several other ventures with brother Maurizio Salamone.

But as tough as it is to open and run a carwash, of the businesses the family owns Frank Salamone has found that fellow carwash operators are most likely to share information. Even trade show representatives tend not to be driven by selling tactics, Frank Salamone says. "I appreciate how everyone works together."

It also helped that the town of Herkimer, the County Seat, is welcoming, with the codes office consisting of "basically really great people to work with. They want the businesses to be there," Salamone said.

The family came to the US in search of the American dream and didn't stray from hard work. Salvatore Salamone was a mason in Sicely when he moved here in the late 1960s. He owns Capri Pizzeria in Boonville - one of two pizzerias there, as well as commercial real estate, commercial and residential rental properties and a campground, all of which the family maintains.

Salvatore Salamone, 80, is keeping tabs on the new

construction in Herkimer. "He definitely has input and has gone there and checked out the mason work. He has an eye on things there," Frank Salamone noted.

"My dad now, we still depend on him for advice because he has experience," he said. "He'll tell you, 'We came from nothing, our family in Italy had the vineyards. But like other families we weren't rich or well off, but we always had a house, we always had food on the table, we always saved money."

But running a family business certainly comes with its challenges. "If there's a family-run business that doesn't say it isn't challenging running a family business I'd like to know where they are," Salamone said. "I think it's because we all look at things a little bit differently and how to approach it, and the discussion can turn into a little (bit) of an argument to get the point across, but in the end we listen and we compromise."

Pristine's carwashes include a wash at 13194 State Route 12 in Boonville with two touch-free inbays and two self-service bays, and a four-bay carwash at 1 Arnold Avenue in Utica that also has four inbay automatics (two soft touch and two touch free). The Herkimer wash at 104 N. Caroline St. is another inbay automatic with three bays, two soft touch and one touch free.

The basic wash is \$8 for an Express, \$10 for The Works, \$12 for The Ultimate and \$17 for The Pristine.

The Newest Edition

The wash being built in Herkimer is at 240 E. State Street and is expected to be open at the beginning of 2024 with subscriptions available. Groundbreaking for the site was in December of 2022, but due to design changes and building material adjustments, which required getting new bids, the timeline got pushed back a bit. "At that point we had a waiting period, so we figured why struggle through





The newest site in Herkimer features a 125-foot express tunnel, a new model for the Salamone family, and is expected to be completed in early 2024. It will feature Motor City Wash Works and InnovateIT tunnel equipment, ICS pay stations and controls and Vacutech vacs.

it during the cold of the winter?" Salamone said. "So, let's just wait until the weather gets better." Construction then resumed in the spring.

Although Boonville and Herkimer are rural markets, it's tough to tell when you've left one town and entered another, so the number of potential customers is substantial, according to Salamone. "If you have the population base I think that's what's important to support a subscription-based model. In the Utica/New Hartford area, there's a bunch of small towns, villages. You drive by the one, you're into the other," he said.

The existing wash in Herkimer is on part of a former Kmart that shut down several years ago and was later split into four parcels. Three, including the wash, are going concerns, including a cellphone pro-

vider and an urgent care center.

Pristine does not currently have a subscription program at the three existing sites, but offers a discount for people who buy wash packages at the Boonville and Utica washes by going online and creating an account. "Some people want the flexibility of a fund-based account rather than a set type of washes," Salamone said. That way customers can, for example, get a top wash one time and a basic wash the next time, for example.

Salamone is convinced that this new location holds great potential. "It's a big area. There's a huge medical facility there, and there's a community college," he said. "So, it's rural but it actually matches the demographics of our subscribers."

Small Town Wash Investments

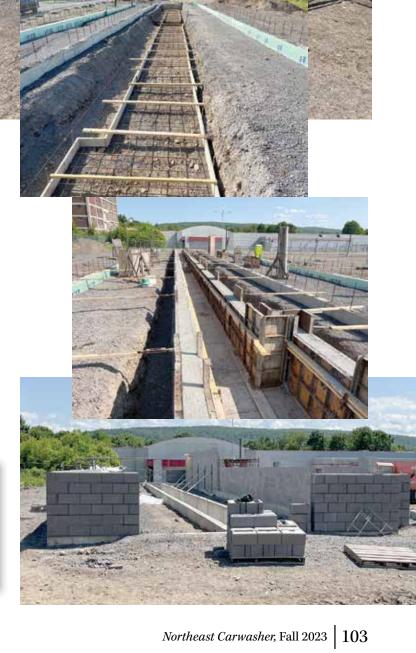
There are getting to be "too many" washes in midsize to larger cities, he said, so more people are investing in carwashes in smaller markets with populations of 10,000 to 25,000 residents. Even with this new competition, the Salamones intend to keep expanding. "I don't know how many more, but we're defi-

nitely interested in building more carwashes. As to when and where, we do not know that. We do have our eyes on properties," Frank Salamone said.





Tiffany Kjos



Spring Meeting Features Tour, Communications Consultant **Skip Weisman**

The New York State Car Wash Association (NYSCWA) held its Spring Membership Meeting on June 1 here with a visit to the Hudson River Valley to tour some exceptional washes, strengthen communication skills and enjoy authentic barbecue and Cajun-style cuisine at Ole Savannah Southern Table & Bar in the city's historic Rondout Landing.

With a full bus, compliments of Micrologic Associates, two outstanding washes were toured on a picture-perfect, albeit steamy 90-degree day. At the first stop the group enjoyed a tour of Scrub Co., a new site operated by Doug Kleeschulte. The wash, literally off the New York State Thruway at Exit 19, was for sale for some time as it came with numerous challenges, an odd-shaped lot and COVID construction, but Kleeschulte was able to overcome the odds to create a stunning and busy site. The wash features a 112-foot tunnel and 100-foot conveyor, 12 Vacutech vacs, MacNeil, Motor City, AVW, Petit, InnovateIT and G & G Industrial Lighting equipment, as well as Ver-Tech Labs chemical.

The second site, a storied Hoffman Car Wash, owned by the Hoffman family, is one of their 26 sites (with an additional seven to open by the close of 2024), and was built in 1988 as a 150-foot exterior with seven self-serve bays. Since then it has undergone a number of renovations including the removal of the self-serve bays and the installation of an interior cleaning belt and six-bay Jiffy Lube. The interior cleaning area has recently been converted to an interior self-serve vac area and the lube business was leased to Shell Oil in 2021. The site's chemical supplier, Simoniz USA, was the tour's Dinner Sponsor.

Next up the group headed to Ole Savannah Southern Table & Bar at Rondout Landing overlooking Rondout Creek in the city's historic riverfront district.

After Hors D'Oeuvres sponsored by G & G Industrial Lighting and the Northeast Carwasher magazine, the group had a brief business meeting where Vice President Steve Weekes asked Director Chris Kubarek to read the Secretary's and Treasurer's Reports. Featured speaker Skip Weisman then took center stage. Weisman, who spent 20 years in baseball, 16 of which he served as CEO of five professional baseball teams before becoming a small business coach, consultant and professional speaker and author, shared his vision on how to overcome deadly communication sins. His interactive presentation provided great insight for attendees who were able to strengthen their skills after Weisman's 45-minute presentation. "Skip certainly kept everyone's attention and provided a strong message," said Weekes. "He brought great value to the meeting." All attendees left with a book compliments of Skip.

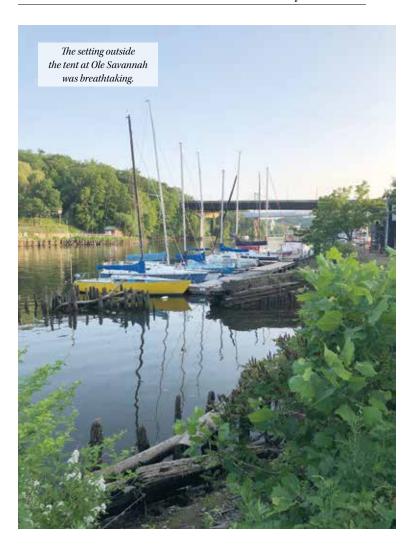
The association's next event is slated for September 23 at the JMA Wireless Dome, originally the Carrier Dome, in



Syracuse when Army takes on the Orange. Limited seats are available for this event. Visit nyscwa.com to register.

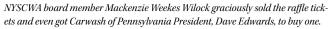
Continue for photos on pages 105-109...

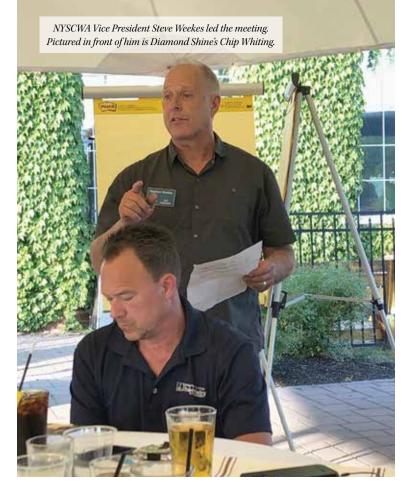
For additional information on the NYSCWA visit nyscwa.com











Spring Meeting Features Tour, Communications Consultant Skip Weisman ... continued



 ${\it It\,was\,a\,great\,day\,for\,catching\,up\,with\,long-time\,friends\,Ron\,Slone,\,Gary,Evan\,and\,Dick\,Baright\,and}$ Tom Hoffman, Jr.

Continue for more photos...





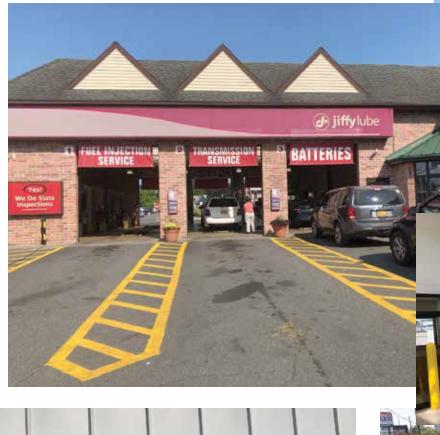
Northeast Regional Carwash Convention October 2-4, 2023

Spring Meeting Features Tour, Communications Consultant Skip Weisman ... continued

Hoffman Car Wash

The street signage promotes the company's free vacs and Unlimited Program.

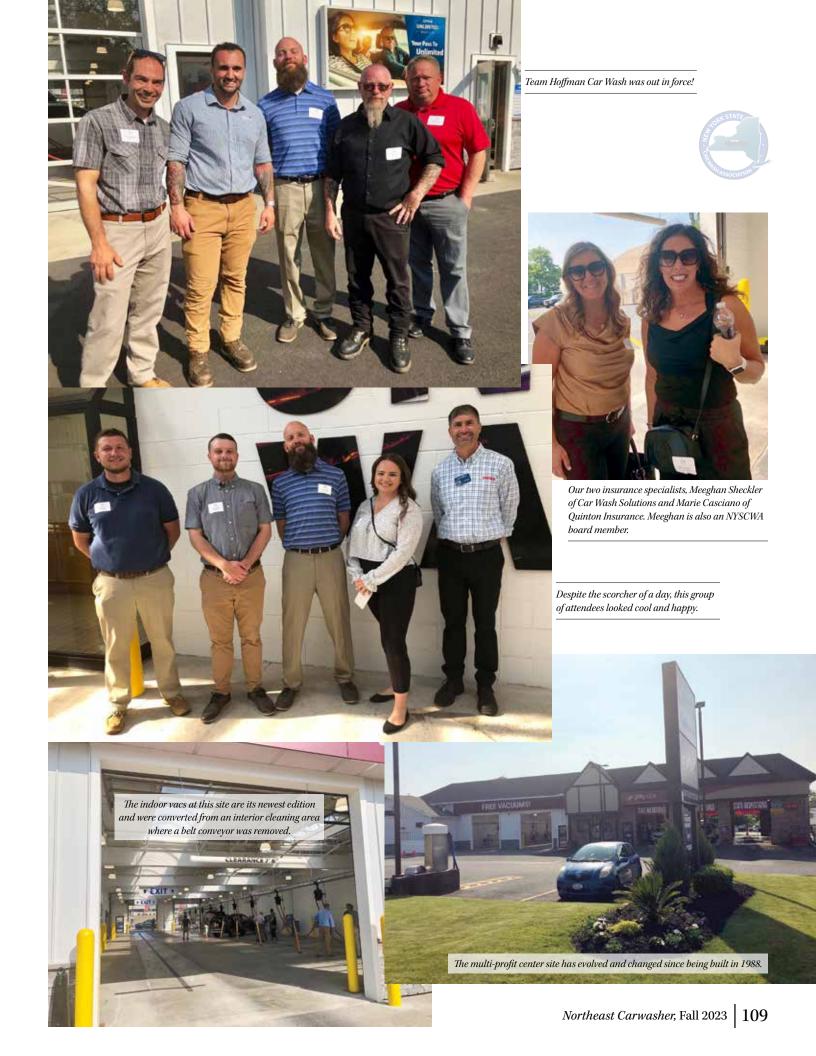
Once operated by the Hoffman family, the three bay lube business was leased to Shell Oil in 2021.

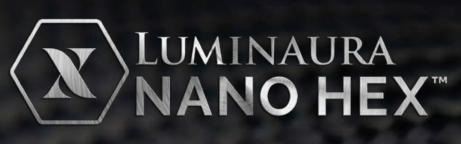




 ${\it The\ company\ never\ misses\ a\ great\ opportunity\ to\ promote\ its\ Unlimited.}$

WASH, RINSE, REPEAL





Powered by Nano Graphene

Fastest Release of Water Drops

Reduces Spotting

Unmatched Reflectivity

Extend the Life of Luminaura

Drive Sales with Graphene

Wow Your Customers

Be sure to stop by BOOTH 401 at the NRCC SHOW!





LOOK FOR A RECAP IN OUR WINTER 2024 ISSUE!

NYSCWA Fall Sporting Event





Army vs Syracuse NCAA Football

Saturday, September 23

JMA Wireless Dome



For Sale

- Mint condition eFusion soft touch inbay automatic with top and side brushes
- Low-pressure wax system
- 90-gallon wall-mount SS tank
- · Undercarriage system for eFusion triple foam polish
- Spot-free rinse equipment (2000 GPD)
- Fusion wheel scrub
- · Carwash Pay Station (Guardian XP-BX pay station by Standard)

All equipment was installed in May 2019.

Accepting all offers!!

Contact Mario at spcarwash@comcast.net

SEND CLASSIFIED ADVERTISING TO:

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



Shore Makes It A **SCENT-Sational** Season All Year Round!

Add your favorite scent to your car wash bay and add to your customer's experience!

Change the aroma in your tunnel as the seasons change!

Fall



Halloween & Thanksgiving



 Pumpkin Spice Cinnamon

- **Holiday Season**
 - Peppermint Vanilla
 - Candy Cane

Winter

- Hot Chocolate
- Coffee

Spring & Summer



- Fresh
- Tropical Breeze
- Fruit Punch
- Pina Colada
- Bubble Gum

· Orange Dreamsicle

Jasmine

What is your favorite tunnel scent? Don't see it listed? Ask your Shore representative how we can make it for you! sales@shorecorporation.com 800.860.4978 412.471.3330



northeach

DIRECTORY OF ADVERTISERS

Aerodry Systems	7	Huron Valley Sales	28
Airlift Doors	37	Innovative Control Systems (ICS)	Back Cover
American Garage Door Supply	113	InnovateIT	5, 95
AMP Memberships	36	J & M Car Wash Builders	61
Amplify Car Wash Advisors	29	J.E. Adams Industries, Ltd	51
Arlen Company Construction	80	JoAnna Brandi & Company, Inc	38
Autowash Maintenance Corporation	93	Joyce Media	89
Autowash Online	114	JSCM	14
AutoWash Technologies	48, 81	Kirikian Industries LLC	71
AVW Equipment Co	11	Kleen-Rite Corp	3, 47
Car Wash Solutions	87	Merchant Advocate	97
Car Wash Systems, LLC	61	Micrologic Associates	58, 59
Carwash Pros, LLC	89	Modernwash Buildings and Solutions	73
Coast Commercial Credit	41	Motor City Wash Works	9
Coleman Hanna Carwash Systems LLC	44	My Car Wash Guy	81
Con-Serv Manufacturing, Inc.	19	Myrrh Consulting	74
Corporate Consultants International, Inc. (CCI)	21	NBT Insurance Agency	111
D & S Car Wash Equipment Company	101	NRCC	25, 107
DRB Systems, Inc	13	Petit Auto Wash	33
Elektrim Motors	49	Professional Carwashing and Detailing magazine	43
ERC Wiping Products	43	Proto-Vest Dryers	15
Etowah Valley Equipment	35	QualChem	110
EverWash	46	RNVac by Trubite, Inc	86
Extrutech Plastics Inc.	90	Ross Brothers, Inc	70
Fisher Phillips	67	Sergeant Sudz	57
Floyd Bell Inc.	75	Shore	30, 111
Fragramatics Mfg. Co., Inc	45	Simoniz USA	2
G & G LED	24	SK Advertising	74
Gallop Brush	53	Sonny's The Car Wash Factory	115
General Pump	32	SplashSource	31
Grace for Vets	56	Washworld, Inc	110
Hamilton Manufacturing Corp	23	Women in Carwash	26, 50

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 Winter 2024 issue are due November 3, 2023. Suzanne.Stansbury@icloud.com

Our Experience

Proven Designs

World Class Support Works for You!

Competitive Pricing

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.









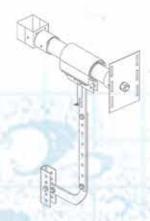
Tunnels

Automatics

Self Serves

Truck Washes

- ~Polycarbonate Carwash Doors
- ~Insulated Washbay Doors
- ~Stainless Steel Garage Door Parts
- ~Air-Powered & Electric Operators









Product Demo's | Maintenance/Repair Tips



1-800-233-1487 carwashdoors.com







DRY BETTER! LESS VEHICLE DAMAGE.



- Velcro attachments make removal easy for cleaning.
- Material is machine washable.
- Designed to reduce grabbing -Less damage claims.

The Brushcom Rotor Brush takes car drying to a new level and fits any car wash system (Hanna, Istobal, PECO, Motor City Wash Works®, Sonny's® and Washtec).





AVAILABLE IN SIX DIFFERENT COLORS TO MATCH YOUR WASH'S THEME.





For information, inquiries and/or pricing requests contact us via our toll free number or the email below: » sales@autowashonline.com





Sonny's STI Flowline 30 Dual Wash Belt Conveyor System with the most advanced patented technology. Self cleaning, low maintenance engineering marvel that delivers industry leading belt and sprocket life in the harshest environments. Easily fits most existing pit designs for a quick upgrade.



800-327-8723 | sales@sonnysdirect.com



Exclusive self-cleaning technology extends belt & sprocket life in the harshest environments.



Elevate customer satisfaction with an easy loading experience that can be color coordinated with your brand.



Retrofit an existing belt conveyor in a matter of days to deliver industry-leading reliability.



Imagine your business with even more business.







Brand Development | Website Design | Digital Marketing Social Media Management | Creative & Graphic Design Audio/Video Production | Print & Traditional Marketing

As an ICS business unit, we specialize in marketing programs that enable car wash owners to fully leverage their ICS technology by boosting consumer awareness, generating increased sales and building loyalty. No other marketing firm is able to completely integrate your marketing like The Agency at ICS can. **Contact us today, and let's get down to business.**

TheAgencyatICS.com
610-881-8000 | info@TheAgencyatICS.com