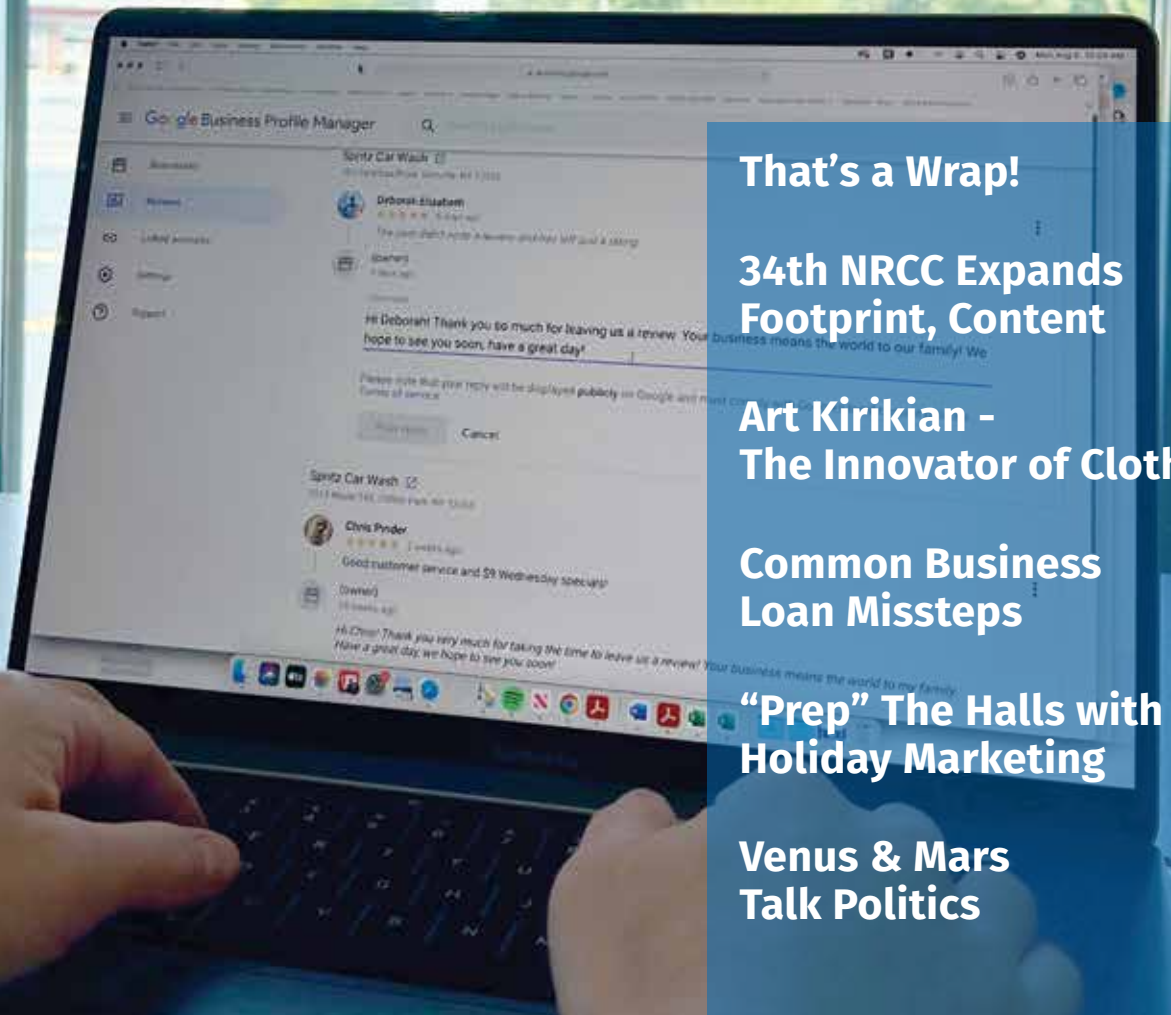


northeast carwasher

Attracting More Customers Through Exceptional Online Management



That's a Wrap!

**34th NRCC Expands
Footprint, Content**

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Fall 2024

Vol. 29 No. 4

CONTENTS

FEATURES

- 22 Attracting More Customers Through Exceptional Online Management
- 28 The Car Wash Show™ 2024 Broke Records!
- 34 10 Stars For 10th WIC Conference
- 36 That's a Wrap!
- 38 34th NRCC Expands Footprint, Content

EDITORIAL

- 6 As I See It

DEPARTMENTS

- 8 Snippets
- 10 Newsworthy

COLUMNS

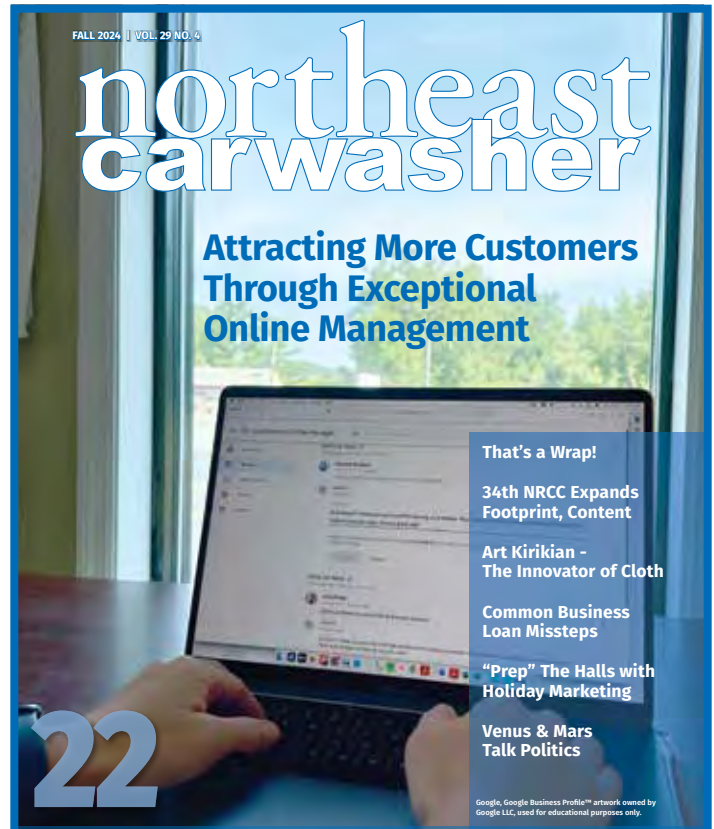
- 42 Industry Innovators
- 44 Focus on Finance
- 46 The Marketing Maven
- 50 Venus & Mars
- 52 JoAnna's Gems
- 56 Doug's Perspective
- 60 Towel Tips

ASSOCIATION NEWS

- 62 CAP News
- 66 CWONJ News
- 82 MCA News
- 88 NECA News
- 104 NYSCWA News

ADVERTISING

- 111 Classifieds
- 112 Directory of Advertisers
- ... and more!



Cover photo taken at Spritz Car Wash, Clifton Park, NY, of Mackenzie Weekes Wilock, partner in the wash.





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Editor and Publisher
Suzanne L. Stansbury



Art Director
Katherine Watson

northeastcarwasher.com

With one of the most consequential elections in our country's history looming in November, I think it's fair to say that many of us are a bit on edge. No matter which party you align with, the rhetoric between both is at a fever pitch and it's not only counter productive but draining, and it can take a toll on your mental health. In a poll taken by the American Psychiatric Association, nearly 73 percent of respondents said they're feeling anxious about the election. Another poll by Myriad Genetics found that nearly 40 percent said they are feeling anxious and/or depressed about the election season, and a similar number said they were "checked out" by the amount of news and social media attention on politics and the upcoming election.

Sound familiar?

I'm certainly limiting the noise and chatter, but I'm definitely exercising my right to vote. At the end of the day, that is the only way to impact the outcome of this election. And maybe I'm being naive, but my real hope, despite the outcome, is that both parties can learn to better compromise and work in unison for the good of the country.

Venus & Mars on page 50 share their hopes for the next president and what he or she can and should bring to the table to better serve small business. Some of their concerns include improved cyber security, small business tax relief, regulatory simplification and realistic sustainability. Both remain optimistic and hopeful for the future. They believe that in working together a prosperous future for the carwash industry and small business is possible.

34th NRCC on Tap

And speaking of working together, that is exactly what the Northeast Regional Carwash Convention's (NRCC) board has done to put on what may be our best educational track in the show's 34-year history! From Keynote Speaker Will Guidara to Disney's Louie Gravance, Myrrh Consulting's Chris Brown, JoAnna Brandi's manager track and Ravi Mani and Rahul Bar from Bank of America and much more, there is certainly something for all attendees, big and small. And, to top that off we have added 29,000 square feet to the existing 84,000 square feet of show floor to give our attendees the most expansive exhibit space to date. Top that off with an outstanding Celebration put on by Simoniz, and ICS' Welcome Reception, and the bang for your buck is real. You can read more about the event throughout this publication but specifically on page 38.



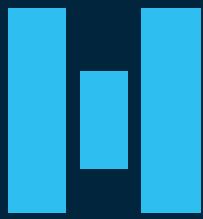
If you haven't already made your plans to attend, don't delay. The Early Bird pricing ends on September 15. To register and learn more visit nrccshow.com

Suzanne L. Stansbury
Editor/Publisher



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Detail Card Increases Gleam's Revenue

Emilie Baratta and her team at Gleam Car Wash in Denver, CO, use this detail card to encourage wash customers back into their facilities. She reports that the return rate on the cards is approximately 7 percent.

Another neat thing the wash does is promote its philanthropy and radio station in the tunnel.

Baratta, who operates two washes in Colorado, was a presenter at the 2023 Northeast Regional Carwash Convention.**NC**



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circumlocution

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The use of many words where fewer would do, especially in a deliberate attempt to be vague or evasive.

WASH VOLUME INDEX

Here's our numbers from a three-month comparison to last year at the same time. Our participants are identified by the region/state in which they operate. Our goal is to give you a snapshot of what volumes look like across the Northeast.

Comparing April-June 2023-2024
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Russell Speeders Footprint Grows



Russell Speeder's took the former wash on Whalley Avenue in New Haven, CT, and transformed it into a new express site.

Russell Speeder's Car Wash, Palm Beach Gardens, FL, a long established name in carwashing, has opened its latest location in New Haven, CT, on Whalley Avenue, not far from Yale University, marking the 20th site in the Constitution State where the company began five decades ago in Norwalk, CT, by the Shullman family.

In May, Summit Wash Holdings, a membership-focused carwash group established in 2022 and parent company to Russell Speeder's, received more than \$200 million in debt financing to continue expansion in Connecticut, Central Florida (via its Waters Car Wash brand) and in New Jersey. Reed Taylor, SVP, M & A, Transformation and Strategy for Summit Wash Holdings said that the cash influx is still coming from its primary equity partner, New Mountain Capital. "This new financing is bank lending similar to a mortgage on a house, so we have more money to grow without changing our equity ownership," he said.

With many PE groups scaling back for a number of reasons on their growth, Russell Speeders/Summit Wash Holdings is

continuing with its expansion. "We think we take a differentiated approach to carwashing that has allowed us to keep our foot on the gas," said Taylor. "Our obsession with excellent customer service and top-notch quality drives customer loyalty and financial performance of our sites. We also pride ourselves on our ability to take older washes in the Northeast with limited layouts and renovate them into modern express formats."

Taylor noted that the recent New Haven renovation on Whalley Avenue is a great example of that. "We have a track record of doing this successfully and creating value for the communities we serve as well as our financial partners."

He said the company's goal is to add 20-30 stores a year through 2025 and beyond. "We're targeting 100 operational washes by the end of next year," said Taylor. "Our focus areas for growth are Connecticut, New York, New Jersey and Florida."

The company also just opened a new site under its Waters Carwash brand in July in the Orlando, FL, market.

For more information visit russellspeeders.com

Etowah Valley Equipment Announces Changes

Jim Gosnell, President & CEO of Etowah Valley Equipment, Etowah, NC, recently announced the addition of David Lang to the company's sales team. "I am extremely excited and thankful that David has decided to join our growing group of team members who are dedicated to the carwash industry. I have known David for many years and always admired his knowledge of, and commitment to, the industry," added Gosnell.



As National Sales Manager Lang will be responsible for managing distributor accounts and new account development, as well as providing valuable insight into the changing needs of customers, said Gosnell.

In addition, Danny Gass, a longtime Etowah Valley team member has been assigned the role of Senior Production Manager. In his expanded role he will assume more of the day-to-day responsibilities, as well as production

Continued ...



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Newsworthy ... continued

scheduling. “We have recently expanded our manufacturing capability and capacity with a focus on product development and delivery lead time reductions,” noted Gosnell. “I anticipate that with David’s addition and the experienced guidance of Danny in his expanded role these changes will allow us to meet our goals.”

For more information visit etowahvalleyequipment.com

DRB Names Regional Sales Rep



DRB, Akron, OH, has promoted Matthew Skaggs, who has been with the company for 30 years, to Northeast Regional Sales Representative on the tunnel solutions sales team, according to a company press release. He was formerly a senior account manager.

The release also noted that Bob Rossini will remain as the company’s Northeast Regional Sales Representative for the company’s in-bay solutions sales team.

For more information visit drb.com

Splash Reopens Former Buckman’s Location in Greece, NY



Splash Car Wash, Milford, CT, has reopened its express site in Greece, NY, which was formerly a Buckman’s Car Wash. Since Splash purchased the site it has been renovated to include two 130-foot tunnels outfitted with innovative technology including “Optimus Prep,” the company’s high-pressure wash system, according to a company press release.

Twenty-three free vac stations were also added to the site that features three ingress options and two sets of pay stations.

Continued ...



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As someone brand new to the industry, this was a great tool for information and resources. It helped me feel less intimidated in an unfamiliar space and has energized me to keep pushing forward for the future of women in carwash. – Mara Sanders Sonny's Direct



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Newsworthy ... continued

Dave Clements and Jeff Arnold, Splash's development partners in Upstate New York, oversaw the renovation. The partners previously owned the Classy Classy chain before selling to Splash in 2021. They also developed the company's Geneva, Leray and Oswego, NY, express washes, and oversaw major renovations in Spencerport and Brockport, NY. Currently under construction are Clay, Henrietta, Hamburg and Jefferson City, NY, all expected to open by the end of 2024. "Dave and Jeff have been instrumental in the expansion of our New York footprint, which now totals 36 washes with another four under construction," said Mark Curtis, CEO and co-founder of Splash. "We are really proud to be able to renovate this great site originally run by the legendary Ray Justice (a former New York State Car Wash Association President and long-time contributor to this magazine). "We're also excited to see the growth at Splash continue," he added. "As we develop more sites within the region, we know we're bringing more convenience

and an unmatched customer experience to our subscription members, while simultaneously providing more opportunities for growth to our team members."

The company employs more than 1,100 and has been named a "Top Workplace in Connecticut" for the past several years by Hearst Publications. It is currently ranked as the 19th largest carwash operator in the US and has been awarded the US Chambers of Commerce prestigious "Blue Chip Enterprise Award."

To learn more visit splashcawashes.com

Washworld Adds New Distributors



Washworld, De Pere, WI, has expanded its distributor network, according to a

company press release. Washex will now be selling and servicing Washworld vehicle wash systems throughout Manitoba, Canada. In addition, Advance Car Wash Solutions in Colorado will be servicing the company throughout the state, as well as in eastern Wyoming.

For more information visit washworldinc.com

DRB® Adds to Sales Team



DRB®, a Vontier Company, Akron, OH, has filled two new sales leadership roles with Jason Wray who has been appointed Director of Business Development, and Shelly Eddy who has been named Director of Strategic Accounts, said a company release. "We are thrilled to welcome Jason and Shelly to DRB," said Todd Davy,

Continued...


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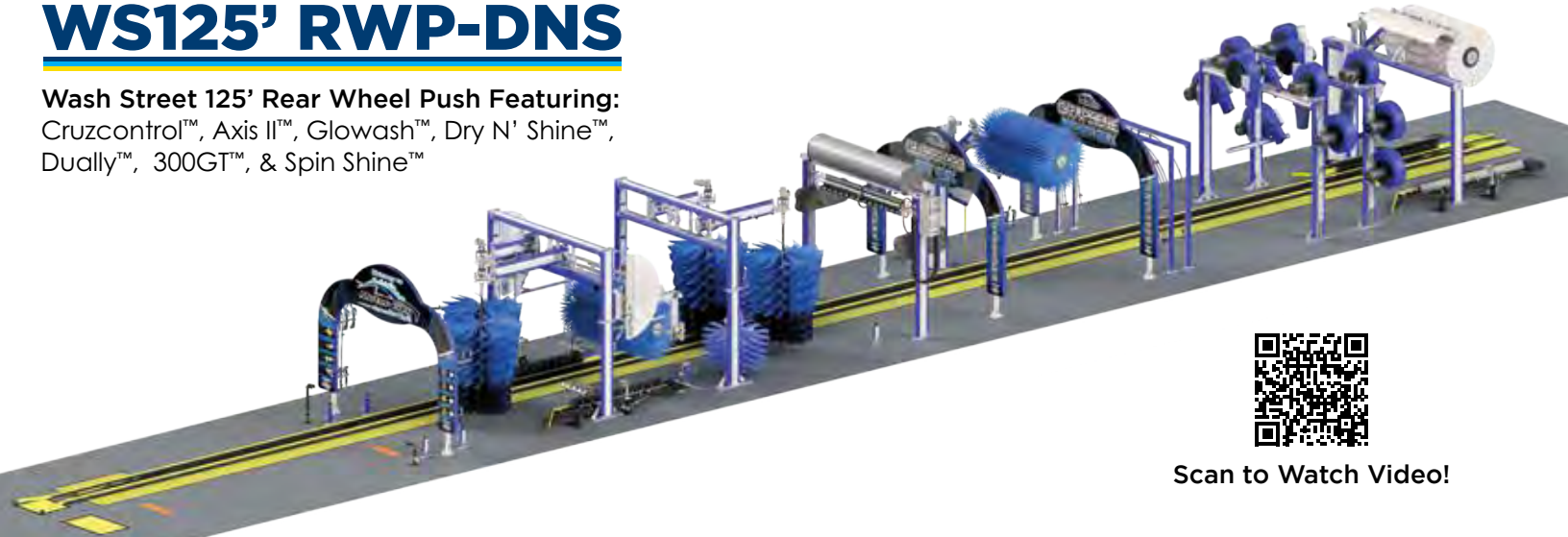
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Newsworthy ... continued

Senior VP of Sales. “Their proven sales leadership experience will be invaluable as they guide customers to the innovative solutions that will make a true impact for their organizations.”

As Director of Business Development, Wray will head up the company’s tunnel regional sales team.

Serving as Director of Strategic Accounts Shelly Eddy will oversee the team of account managers who support DRB’s enterprise carwash customers, according to the release. “Both Jason and Shelly have consistently demonstrated the ability to forge strong relationships where customers are empowered to excel,” said Davy. “We are confident they will accelerate carwash industry growth in the tunnel segment by delivering innovative solutions and an exceptional customer experience.”

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

Splash’s Clay Site Opens

Splash Car Wash, Milford, CT, has

opened its 41st location in Clay, NY, according to a company press release. The express site is the third Greenfield Site opened in 2024 and the seventh in the last 12 months. The company now has more than 70 sites open or under construction in New York, Connecticut, Vermont and Massachusetts.

The Clay location boasts and impressive 140-foot tunnel outfitted with the latest technology including the company’s “Optimus Prep,” Splash’s high-pressure wash system. It also boasts 14 free vacs, as well as a mat cleaning room to elevate customer convenience and experience, said the release. New York development partners Dave Clements and Jeff Arnold oversaw the construction of the site.

Currently under construction are express washes in Rutland, VT, and Henrietta, Hamburg and Jefferson City, NY, all with expected openings by the end of 2024. “We’re excited to expand our operations in the Syracuse market with the

addition of our newest express wash in Clay,” said Mark Curtis, co-founder and CEO of Splash. “This joins our sites in Liverpool and Cicero, and we should begin construction of a new site in Fayetteville soon, which will provide more convenience to our Unlimited Club members in the area.”

[To learn more visit splashcarwashes.com](http://splashcarwashes.com)

Two New Moo Moo’s on Tap



Express Wash Concepts (EWC), Columbus, OH, has begun construction on



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two new Moo Moo Express Car Wash locations in Columbus, according to a company press release. Both sites are slated to open this fall and will feature the Moo's classic 3,600 square foot red barn express wash tunnel, complimentary professional grade vacuums and a full-stocked retail office, said the release. "We remain focused on consistently delivering an exceptional wash experience, and driving value to our retail wash customers and Unlimited Wash Club Members with convenient, easily accessible wash locations throughout central Ohio," said John Roush, Chief Executive Officer of EWC and founder of Moo Moo Express Car Wash. "These two new Moo Moo locations will not only feature the industry's best, environmentally friendly equipment and our award-winning customer service, but also enable us to further give back to our communities through our EWC Cares Initiative."

EWC currently operates more than 95 award-winning express carwashes

across six states and five brands. The company plans to open 35 additional locations throughout the next 12 months, including four under the Moo Moo Express brand.

For more information visit expresswashconcepts.com and moomoocarwash.com

DRB Adds a Chief Experience Officer



DRB, Akron, OH, has appointed Mike Marchetti its new Chief Customer Experience Officer. The strategic hire underscores DRB's unwavering commitment to customer service and support, said a company press release. "Delivering an exceptional customer experience is the cornerstone of DRB's culture," said

President Ian Williams. "Mike's extensive expertise in this area makes him the ideal leader to guide our customer service and support efforts.

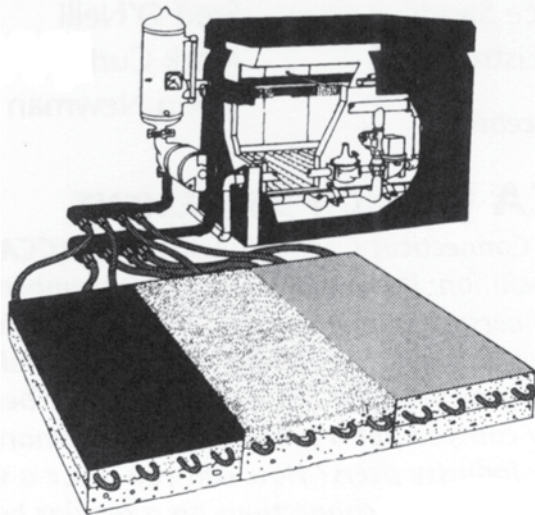
With a background that includes senior positions at BrandMuscle, Clearside, Yelp and Yahoo!, Mike brings a wealth of knowledge in customer experience and engagement to DRB. His expertise is in leveraging customer data insights, Voice of Customer (VOC) and technology solutions to provide unmatched customer experiences, said the release. "I'm thrilled to be joining the DRB team and look forward to collaborating with our customers to ensure they receive the exceptional support that DRB is known for," said Marchetti. "By aligning and equipping our teams to meet the evolving needs of our customers, we will further strengthen our position as the go-to partner in the vehicle care industries."

For more information visit drb.com

Continued...



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NCS Forms NCS Chemistry

National Carwash Solutions (NCS), Grimes, IA, has unified its chemistry brands under one banner, NCS Chemistry, according to a company press release. This unification is aimed at delivering a more streamlined, efficient and comprehensive service offering to its customers, said the release. As a result, the Lustra, Cleantouch and ProFormance brands are now retired.

For more information visit
ncswash.com

Sonny's Acquires Sunbelt Services

Sonny's Enterprises, Tamarac, FL, has acquired Sunbelt Car Wash Services based in Alabama, according to a company press release. Sunbelt has been a distributor for Sonny's for nearly 20 years serving the Gulf Region. The company also sells proprietary SunBlock Vacuum canopies which will be incorporated into Sonny's vacuum product line, said the release.

For more information visit
sonnydirect.com

EverWash Acquires Coinless



EverWash, a membership-based carwash solution, Philadelphia, PA, has acquired Coinless, a mobile payment solutions provider in the carwash industry, according to a company press release. This acquisition marks a significant step forward to EverWash's mission to enhance the efficiency and reach of its services, particularly by developing in-house hardware solutions that cater to a wider variety of wash types, including inbay automatic and self-serve carwashes, said the release.

Scott Caplan, CEO and co-founder of EverWash, expressed enthusiasm about the acquisition stating, "Integrating Coinless' hardware and technology with EverWash's capabilities allows us to offer a seamless membership onboarding and operational experience for all types of carwashes. This move strategically positions EverWash to better support our partners and expand our market reach, ensuring that every carwash can excel at membership."

Added Jared Richards, CEO and co-founder of Coinless, "Coinless was founded with the vision of enhancing the ease

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and accessibility of carwash services through innovation technology,” he said. “As we merge with EverWash, our technology will reach more operators and customers, seamlessly integrating with EverWash’s membership solution. This collaboration is not just about growth but about setting new standards of convenience and efficiency in the carwash industry.”

[For more information visit everwash.com](https://everwash.com)

ICA Releases Q2 Pulse Report



The International Carwash Association (ICA), Wheaton, IL, released its Q2 2024 edition of The Pulse Report, a quarterly report that provides the latest in carwash consumer research and industry data, combined with actionable insights for carwash operators and retailers, said an association press release. “Every quarter, the questions we pose in our consumer and industry surveys are customized to reveal the trends that have the potential to impact the success of businesses in the carwash industry,” said ICA CEO Eric Wulf. “Our goal isn’t just to identify trends, though, it is to analyze them and identify how this information can support the businesses in the carwash industry — which is why we produce The Pulse Report.”

The Pulse Report Q2 2024 features insights from ICA Pulse™ consumer research and carwash industry surveys conducted in May 2024. It is available to ICA individual members and corporate supporters and is available for purchase to non-members.

[For more information visit carwash.org/pulse](https://carwash.org/pulse) and carwash.org/join

EWC Expands Pittsburgh Footprint



Express Wash Concepts (EWC), Columbus, OH, has launched its 30th Clean Express Auto Wash on East Carson Street in Pittsburgh, according to a company press release. EWC currently operates 97 express wash locations across Columbus, Dayton, Cleveland, Toledo, Detroit, Pittsburgh and Hampton Roads. According to the release, 35 more EWC locations are scheduled to open by early 2025. “Opening 30 multi-market Clean Express locations in just four years is an incredible

achievement, and is made possible by our extremely dedicated team members and loyal customers,” said John Roush, Express Wash Concepts Chief Executive Officer and Clean Express Auto Wash Founder. “Our goal is to continue to exceed customer and Unlimited Wash Club Member expectations through responsible expansion, while simultaneously positively impacting the environment and the communities we serve through our high-impact WEC Cares initiatives.”

EWC currently operates more than 95 award-winning express carwashes across six states and five brands.

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

DRB Appoints Product Mgt VP



DRB, Akron, OH, has appointed April Bertram Vice President of Product Management, according to a company press release. In her new position, Bertram will play a pivotal role in shaping the future of DRB’s product portfolio throughout the entire product lifecycle, said the release, ensuring that the company’s product vision, strategies and roadmaps are deeply rooted in customer research and needs. “April’s proven track record of driving innovation makes her the ideal leader to guide our product strategy into the future,” said Ian Williams, DRB president. “Her extensive background in high-tech product innovation and her strategic insight into product portfolio strategies will be invaluable as we continue to develop cutting-edge solutions to empower our customers,” Williams added.

Bertram brings nearly 30 years of experience in product innovation, with a particular focus on SaaS and GenAI product strategies. “I look forward to working with the talented team at DRB to develop and deliver products that not only meet, but exceed our customers’ expectations.”

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

NBT Launches New Website



NBT Insurance Agency, Norwich, NY, has launched a new website, according to a company press release. The new site was designed to make it easier to start a quote for either personal or business insurance, schedule an appointment in person or online, reach out for personalized service or manage policies online.

[To learn more visit nbtinsurance.com](https://nbtinsurance.com)

Continued...

Martin Celebrates 50 Years in Industry

Industry Icon Bill Martin of Metro Express Car Washes in Boise, ID, celebrated 50 years in carwashing in June. He was honored with a special Coffee and Cars event in Garden City, ID, across from one of his newest locations on Chinden Blvd. The event brought together car enthusiasts and supporters for a day of festivities and celebration, according to a company press release.

Martin was one of the event's judges joined by representatives from the Boys and Girls Club of Ada County and the Idaho Veterans Chamber. In addition to some fun from Metro Express' mascot, Metro Max, the reigning Mrs. Idaho, Lisa Stover, also attended the event and helped present awards to the winners.

Reflecting on the event and milestone, Martin said, "It's been an incredible journey, and I am deeply grateful for the support of our community, customers and the dedicated team at Metro

Express Car Wash. Celebrating this milestone with so many friends and partners is truly heartwarming, and I look forward to continuing our commitment to innovation and service excellence."

The wash will continue to celebrate Martin's accomplishments throughout the year.

Martin, who has spoken to the New York State Car Wash Association, is a past International Carwash Association President and a 2012 Hall of Fame inductee. Since 1969 he has been building and exiting successful chains such as Rain Tunnel and Nu Look Car Washes. He is also one of the original founders of Car Wash Partners, which later rebranded as Mister Car Wash. He is the owner of Metro Express Car Wash and a founding partner in Amplify Car Wash Advisors.

For more information visit metroexpresscarwash.com



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The Car Wash Operators of New Jersey (CWONJ) Host Association



Attracting More Customers Through Exceptional Online Management

By Donna O'Leary

In the current fast-paced digital world, your online reputation can either make or break your business. As a carwash operator, attracting and retaining customers is crucial. However, are you aware that a Google Business Profile and online reviews should be a part of your reputation management strategy?

Is Your Reputation Working for You?

Does customer service really matter? Absolutely. Does your reputation for customer service impact the success of your business? No doubt about it. In today's digital world, what people see online may be different from what they experience in real life. Do people who find you over the Internet have the same feelings about you as in real life? Can raving fans telling others all about their positive experience help your business thrive? The answer to all these questions should be "YES!"

Your reputation, according to Merriam-Webster, is "the overall quality or character as seen or judged by people in general" and it can be destroyed in an instant. Think of celebrities like Will Smith, whose reputation was impacted in seconds by public opinion and social media. Gossip can work for or against you as a celebrity, and the same holds true for your business and its reputation. What people say about you matters and reviews can make a huge difference for your business. Let's make sure your reputation is positive and works for you!

Google Business Profile: More Than Just a Name Change

The transition from Google My Business (GMB) to Google Business Profile (GBP) in 2021 was more than a name change. Google made updates to the platform that directly benefit you as an operator. Your Google Business Profile (GBP) is now a unified platform that's easy to use and critically important for making a great first impression. Remember, you never get a



second chance to make a first impression, and Google shakes your customer's hand before you even know they're shopping. A poor online presence can cost you customers before you've even had a chance to engage with them.

Years ago, personal referrals were gold, and potential customers might spend significant time researching before making a purchasing decision. Today, however, speed is of the essence. A personal referral may fall flat if your online reviews are sub-par, and your Google Business Profile acts as a one-stop shop for consumers.

Picture this, someone at a party asks for a referral to a carwash. They get a name, look it up on their phone, and within moments they decide whether or not to pursue that lead based on the online profile and reviews. Personal referrals are great, but they don't stand alone like they used to. Everyone has the Internet in their back pocket — they can use it whenever they have a question, and they do.

Know, Like, Trust: The Modern Consumer Path

Today's consumers need to know, like and trust you in order to do business with you repeatedly.



To know you, they need to easily and quickly find you online.

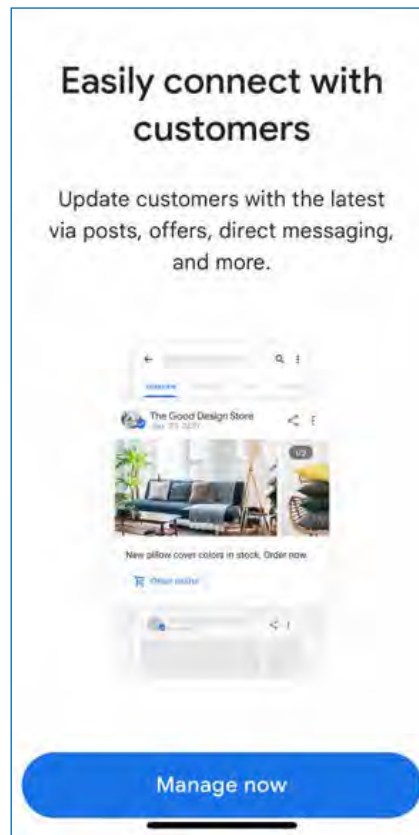
To like you, they need a detailed, compelling profile.

To trust you, they need to see great reviews from other customers.

This is why platforms like Amazon and TikTok Shop thrive – people make buying decisions based on what others are saying and using. Leveraging your Google Business Profile and Reviews can ensure that your happy customers are telling other people all about you.

Online Reputation: Not Just “Online,” It’s Your Bottom Line

Your online presence is no longer “just online.” It is your reputation, it is your customer’s first impression of your wash. It



impacts your wallet, it is not “just online,” it directly impacts your bottom line. The elements of your reviews — average star rating, total number of reviews, frequency, recency, and your responses — all contribute to the overall sentiment of your business. Frequent, current reviews are crucial, and people are more likely to leave a review when asked, provided that you make it easy for them.

Managing Your Google Business Profile: Who, How & The 3C’s

Managing your Google Business Profile effectively is crucial for enhancing your online presence and attracting customers. Your profile should be complete, compelling and current. Here’s a breakdown of who should manage your GBP and how to do it efficiently.

Continued ...

Turn a critic into a raving fan

Mastering the Art of Review Replies

By Donna O’Leary

I wrote an ebook called “Mastering the Art of Review Management: The Ultimate Tool for Small Business Owners Who Want to Achieve Millionaire Status” because I saw too many businesses handling them poorly. Your reply to a negative review is not your chance to prove you’re right; it’s your chance to turn a critic into a raving fan.

Responding to reviews not only demonstrates your commitment to customer satisfaction, it can also improve your local rankings and make you a clear choice encouraging more customers to choose your business over your competitors.

When responding to positive reviews, keep it objective, show gratitude, mention the product or service they appreciated which aids your search engine rankings. Avoid using a salutation, but personalize the response to the situation. Write like someone is eavesdropping, because they are. All replies are public and are as much for the other people reading them as they are for the person who left the review.

The Do’s and Don’ts of Handling Negative Reviews

Do:

Respond Promptly: Show that you care about your customer’s feedback and be punctual in your response.

Be Polite and Professional: Always maintain a respectful tone.

Acknowledge the Issue: Validate the customer’s feelings and apologize, if necessary.

Offer a Solution: Provide a way to rectify the situation.

Encourage Repeat Business: Invite them back.

Implement Changes: Use feedback to implement changes to the customer experience if warranted.

Take the Conversation Offline: Suggest continuing the discussion privately, particularly for complex issues.

Don’t:

Ignore Negative Reviews: This shows a lack of concern. Reply to all reviews.

Be Defensive: This can escalate the situation.

Blame the Customer: Accept responsibility and show willingness to improve.

Offer Discounts: Incentivizing negative reviews only creates more negative reviews.

Use Canned Responses: Personalize your replies to show genuine interest.

Use the Same Response: Customize each response to the person and situation.

Offer Compensation Publicly: Handle compensations privately to avoid setting a precedent or breaking the terms of service.

Break Terms of Service: Familiarize yourself with the terms of service for each platform to ensure you are compliant. **NC**

Donna O’Leary, CEO and Chief Boldness Officer, BOLD Endeavors LLC

Who Should Manage Your Profile & Reviews?

In-house vs. Outsourcing: The decision to manage your GBP in-house or to outsource it depends on your business size and resources. For small businesses, say 2-5 washes, assigning a dedicated in-house person who understands your brand may be sufficient. Of course, this is only if you can commit to a systematic process consistently on a week-to-week basis. Too often small businesses attempt to manage this in-house only to manage it well for a couple of weeks and then have other priorities take precedent. This results in a start and stop process that does not help portray the business in the best light for current or future customers. If you have the resources available to commit to a systematic approach, this can be completed in-house. One of the biggest complaints from business owners is no time to manage their reviews which leads us to outsourcing with professional management.

Professional Management Outsourcing: If your wash locations expand, a hybrid approach often works best. An in-house lead ensures brand consistency and works with the outsourced consultants. Outsourcing to professionals means consistency and facilitates your automating and optimizing various aspects of review management by melding systems and services.

The second biggest complaint of business owners is that they ask for reviews, but do not receive them. Outsourcing and automating this effort ensures a streamlined approach and makes it easy for customers to leave a review. Outsourcing can also help in monitoring various review platforms, providing an automated stream or carousel of reviews, a custom landing page with negative capture options, and efficiently soliciting reviews for proper review management.

Services & Systems: Outsourcing services such as a Done-For-You System like ReviewLead automates review solicitation, collection and display. Having an automated system ensures consistency in your approach and results — eliminating the sometimes erratic schedule or irregular approach when other internal priorities take precedent. Using additional services such as profile optimization can ensure that your business description is compelling, and your categories are aligned and relevant to all of your services. An approach to provide regular updates to your profile and/or repurpose positive reviews on your website or social media platforms also ensures your raving fans' statements about your business are seen across multiple channels.

Negative Capture: Systems with a negative capture option provide the option for the customer to send the business an email instead of leaving a negative review. The operator can

then turn a potential negative review into positive feedback. Minor mistakes or misunderstandings can be easily resolved off-line, and avoid a negative review. While this approach should include a professional and/or automated system to ensure you are in compliance with the terms of service, it is tremendously beneficial to business owners.

How to Manage Your Profile - The 3 C's

Complete: Ensure all information fields are filled out, including business name, address, phone number, website, hours of operation, and business categories. Keywords are a priority and operators should include high-quality photos and detailed descriptions of all products and services.

Compelling: Write engaging and accurate descriptions. Use keywords naturally to improve searchability. Add posts about promotions, events, or news to keep your profile active and attractive.

Current: Regularly update your profile to reflect any changes in business hours, services or contact information. Respond to reviews promptly and professionally. Aim to check and update your profile weekly.

Maintenance Routine

Weekly Reviews: Check your profile often, at least once a week to update any changes and respond to new reviews.

Monthly Updates: Refresh your photos and ensure your information is up-to-date. Post new content regularly to keep your profile active.

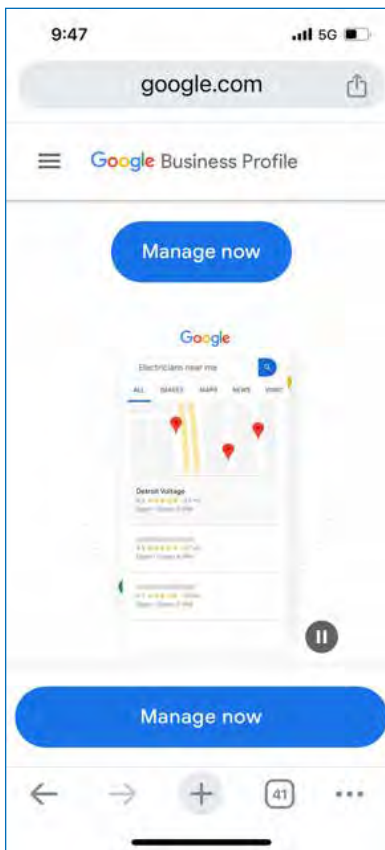
Quarterly Audits: Conduct a thorough review of your profile every quarter to ensure all information is accurate and relevant. Avoid confusing and annoying customers with outdated information.

By adhering to the 3 Cs and maintaining a regular update schedule, you can ensure your

Google Business Profile effectively represents your business and attracts new customers. Keeping reviews current so that customers and prospective customers always see timely positive customer reviews is your most important objective.

Loyalty Programs and Reviews: A Winning Combination

Carwashes have increasingly moved to loyalty programs and monthly continuity plans, offering operators recurring revenue and customers a tremendous opportunity for multiple carwashes per month. Reviews pair exceptionally well with these programs. Positive reviews not only attract new members but also enhance the credibility and value of your loyalty programs.



Continued...



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BOOTH 313

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Attracting More Customers Through Exceptional Online Management ... *continued*

Regular feedback helps you refine and improve these offerings, ensuring customer satisfaction and retention.

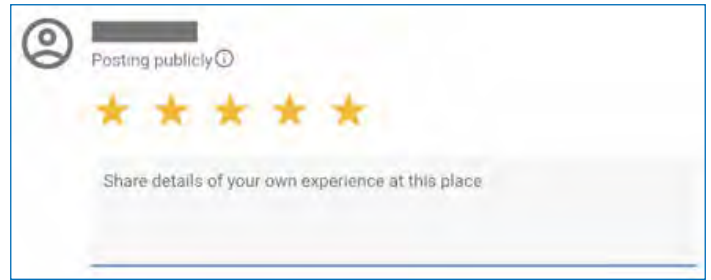
Your best customers always leave the best reviews. Your loyalty program members who leave positive reviews can do wonders for attracting and retaining other customers, particularly more loyalty program members.

Mobile Searches and the Importance of Being “Best”

Mobile searches with “near me” or “where to buy” have increased by 200 percent in the last two years. This is tremendous news for local businesses and reviews can positively impact your search rankings, so this is perfect for local businesses. It is critical to keep in mind that searches with the word “best” can filter out anyone with a star rating below 4.0.

If your rating is below this threshold, you may not even show up in many searches. Businesses need to actively manage their profile to ensure they consistently maintain a star rating above 4.0 for this reason. Additionally, studies show that a perfect 5.0 star rating is not always preferred, a star rating above 4.2 is the most trusted by consumers. The best way to do this is to continually attract more positive reviews which has the benefit of attracting more customers as well.

Actively managing your profile and review management has a number of tremendous benefits including making sure you do



not dip below a 4.0 star rating without even realizing it. You want to be the clear choice for customers, but first things first, you need to show up.

Avoiding Common Review Management Mistakes

No System to Collect & Manage Positive Reviews: A systematic approach is essential. A system gathers and manages feedback, plus makes it easy for customers.

Not Responding to Reviews: Every review, positive or negative must be engaged. Replies demonstrate that you are committed to customer satisfaction. It shows that you care and are attentive.

Not Reusing and Repurposing Reviews: Leverage the positive feedback you receive by sharing it across various platforms. Having raving fans is awesome, make the most of it — on all of your platforms.

An advertisement for Bold Endeavors. The background is dark green. At the top, there are five yellow stars on the left and right, and the logo "BOLDEndeavors" in the center. The logo has a flame icon above the 'O'. Below the stars and logo, the text "IT'S TIME TO SPARKLE AND SHINE" is written in large, bold, white and yellow letters. To the right of this text is a black SUV with water splashing around it. Below the SUV is a yellow circle with the text "CALL FOR FREE ANALYSIS". At the bottom left, there are two white rounded rectangles containing the phone number "518-543-9400" and the website "boldendeavors.com". At the bottom center is the Google logo. At the bottom, there are four white rounded rectangles with icons and text: "Review & Reputation" (flame icon), "Business Profile" (flame icon), "Social Media" (flame icon), and "Search Rankings" (flame icon).

Monitoring and Responding to Reviews

It's crucial to monitor all relevant review sites so you can reply promptly to both positive and negative reviews. It takes 12-40 positive reviews to overcome one negative review, so staying on top of this actively manages your reputation. Having a system that captures negative feedback before it turns into a review is also incredibly beneficial.

Repurposing Reviews: Instant Credibility

Repurposing reviews means using the positive things people say about you in your marketing efforts. This isn't your mom or someone on your payroll, these are independent third parties saying amazing things about you and your services. You have raving fans, this is what you've worked for, now share that information with your customers and potential customers. You can go low-tech or get fancy with great graphics — but, as the Nike ad says, "Just Do It."

Broadcast positive reviews on your website, either in a stream or a carousel (a single ad with multiple images and/or videos), and use a snippet of code from a done-for-you system to ensure new positive reviews are automatically posted with no effort from you.

Adding a "Review Us" button to your website is another option for instant credibility. Having a system to capture negative feedback here is beneficial and people seeing you ask for reviews publicly demonstrates that you are confident in the great customer service you are providing.

Review Management Options

Done-For-You (DFY) Service: The easiest and least time-consuming option, perfect for busy business owners and operators. Pricing for such a service will vary depending on company but could be as reasonable as \$300/month.

Hybrid: A combination of software and some DIY effort.

Do-It-Yourself (DIY): The hardest and most time-consuming approach.

Pick what makes sense for you, your business, team, available time and budget.



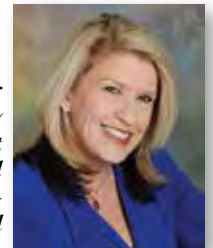
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Essential Features for a Review Management System

- System to Solicit, Collect, Monitor & Manage Reviews
- Custom Email Drip Campaign
- Email Signature to Drive Reviews
- Printed Pieces to Drive Reviews
- Website Button to Drive Reviews
- Review Stream/Carousel Displays on Website Automatically
- Easy Big Button Access to Write Reviews
- Capture Negative Reviews
- Alert Notifications of Reviews
- Review Reply Coaching
- Monitor Third-Party Review Sites

In the carwash industry, your reputation is critical and it is already online. A strong Google Business Profile combined with proactive review management can transform your business, making it easier for potential customers to know, like and trust you. By embracing these strategies, you can turn your reviews into your greatest asset, driving more traffic and increasing customer loyalty. Pairing these efforts with a robust loyalty program can further solidify your customer base and boost your revenue.

NC



Donna O'Leary

Donna O'Leary is the CEO and Chief Boldness Officer at BOLD Endeavors LLC, a digital marketing agency specializing in Review and Reputation management and a Review Lead Done-for-You System, Certified Partner. She is the author of "Review Management Replies: Mastering The Art of Review Replies" provided free to all clients. You can reach her at boldendeavors.com, 518/543-9400 or donna@boldendeavors.com

CHOICES	EFFORT	TIME
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Do-It-Yourself (DIY) Staff/Your Hours	HARD	

The Car Wash Show™ 2024 Broke Records!

The International Carwash Association's (ICA) annual trade show and educational lineup, The Car Wash Show™, May 13-15, at the Music City Convention Center in Nashville, boasted the event's highest attendance to date, according to ICA Chief Executive Officer Eric Wulf. More than 9,000 total attendees (vendors and operators), 420 exhibitors, 60 hours of education and a 190,000-square foot show floor certainly didn't disappoint. The three-day event also included more than 100 first and second-time exhibitors. And according to Wulf, there's every likelihood that the 2025 show in Las Vegas, April 26-28, at the Las Vegas Convention Center, may surpass those numbers. "Not only was it our biggest show in terms of floor space, but exhibiting companies as well," he noted. "I would have never thought that so many other 'non-carwash companies' would help us expand our show floor to this extent. It's not just about metal and soap any more."

Wulf added that pre-sale numbers for the 2025 show surpassed previous show numbers and that the five largest exhibitors secured 99 percent of the space they took in 2024 in 2025, further indicating the industry's health and growth.

Hall of Fame Award

A highlight of the show is always the ICA's Hall of Fame induction. This year Lamar Beck of Goo Goo Express Car Wash was inducted posthumously. He passed in November of 2023. His long-time friend and fellow carwasher, and ICA President Marcus Kittrell of Mammoth Holdings,



inducted him with a heartfelt tribute. Kittrell recalled Beck giving him advice early in his career to always take care of your customers and never be satisfied, according to an ICA press release. In fact, Beck's partner Darren Bradshaw said "Never Satisfied" should be on Beck's tombstone.

Justin Alford of Benny's Car Wash also shared that Beck was never afraid to take a chance and try something new as he did when he launched his first express wash in 2001. Said Alford, "If he saw something, believed in it and had a vision, he went for it." With 60 express washes under his belt when he passed Beck's ability to think out of the box and try something new certainly paid off.

The Hall of Fame is the ICA's most prestigious award and is bestowed to an individual based on his/her attributes in the areas of leadership, collaboration, industry support, longevity and innovation. **NC**

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



Always working hard is CWONJ President Dino Nicoletta.



Just catching up at the NCS booth were Chris Zona, Fred Grauer and Stephen Bulboff.



We ran into the team from Purple Elephant Car Wash led by Tony and Vinny Setaro and Al Scozzari from Connecticut.



The Carwash Gurus, Oscar Burks and John Brumbaugh, strike a pose with their spiffy logoed shirts.

Continued...



Bill Howell of The Clean Ride in Andover, NJ, and Timm Baldauf of Advanced Car Wash in Voorheesville, NY, took a moment to strike a handsome pose!



It's three generations of Hoffmans: Tom, Jr., Patrick and Tom, Sr. from Albany, NY.

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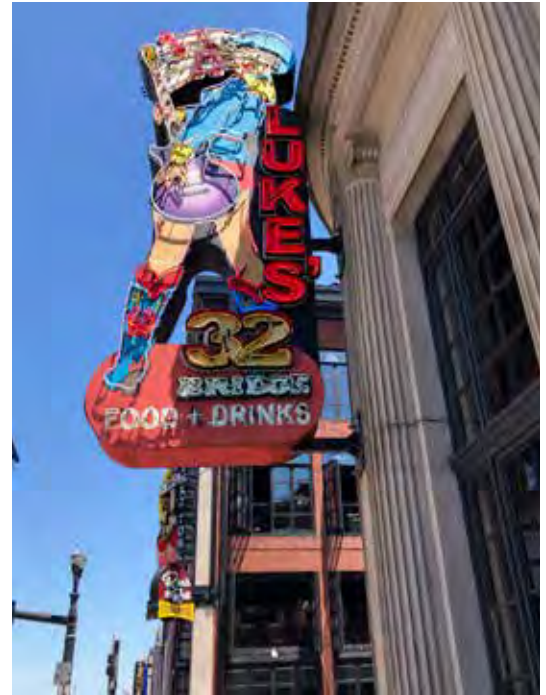
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The Car Wash Show™ 2024 Broke Records! ... continued

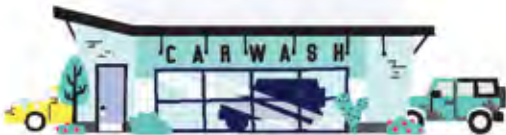


What a crew and what a pose! Ron Slone of Hoffman Car Wash, Doug Kleeschulte of Scrub Co., Miguel Gonzalez of Micrologic, Gavin Klami, Hoffman innovateIT, Patrick and Tom Hoffman of Hoffman Car Wash, crouched in front is Gary Baright of Foam & Wash and Shane Groff and Zac Myers with Hoffman innovateIT.



Broadway in Nashville, also known as Honkytonk Highway, houses an array of bars, restaurants and cowboy booteries, as well as plenty of "people watching" during off-show hours.

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The ladies of QualChem are certainly eye-catching!



All the way from Auburn, NY... Amanda, Mark and Chris Kubarek of K & S Car Wash.



NYSCWA Board Member and Car Wash Solutions founder the lovely Meeghan Sheckler proudly stands by her booth on the show floor.



The Sergeant Sudz display was bright and information packed.



This effective use of a support pole helps vendors like Micrologic market their services.

Continued...

The Car Wash Show™ 2024 Broke Records! ... continued



Stuart Hammerschmidt, Jack Oakley and Ryan Wilson of Shore Corp. in Pittsburgh.



Tatum O'Donnell, Mary Shallies, Sophia Evans and Syver Layer: the Team at Splash Source.



New England's Bob Katseff and Meeghan Sheckler.



Spritz Car Wash in upstate New York is well represented: Sebastien Weekes, Mackenzie Weekes Wilock, Steve Weekes, Peter Rosenfeld and Bill Scribner.

Simoniz' Will Gorra snapped a great selfie of many of the attendees at the company's opening night event.



Tatum O'Donnell and Sophia Evans with Splash Source worked their booth and the show floor with ease.



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10 Stars For 10th WIC Conference

By Gretchen Matthews

Some things just keep getting better with age. Women in Carwash (WIC) is one of them. The 10th biannual conference, June 16-18 at the Hilton Salt Lake City Centre, UT, drew women from across the US and Canada. The winning formula appears to be Founder Brenda Jane Johnstone's enthusiastic and informative workshops, discussion groups, presentations and networking sessions.

Networking opportunities began with the kickoff cocktail reception on the opening night and more 'networking breaks' were scheduled between workshops throughout the two-day event. Rooms full of women energized by hearing great content had no trouble relating to one another. Lisa Kroeber of North American Signs said, "As a first-time attendee, it was one of the most unconventional conferences I have ever attended for networking. I made several new connections, had numerous productive conversations, had a blast and made great memories."

Presentations and workshops covered personal and professional growth. After dinner on the first evening, Keynote Speaker Karen Hutton, CEO of ModWash and Hutton Build, kicked things off. She encouraged attendees to "Be the Positive Ripple" and recognize that what they do in every aspect of their lives can impact others for the better. Connie Lee Bennett, founder of Meraki Training Academy, started day two with tips for busting stress and giving confident presentations. Then breakout groups began.

Candace Colucci, founder of Colucci Law Group, taught time management techniques. Jennifer Klismet of Vilardi Wealth Management explained the ins and outs of personal finance, including retirement plans, tax reimbursement and investment. And, food journalist Veronica Hendrix, founder of CollardGreen-sandCaviar.com brought flair, information and tasty ingredients to demonstrate healthy meal planning.

Some attendees were surprised by the number of topics. "It was a great conference! The problem is prioritizing what I learned, so I can make the biggest difference the quickest," says Janae Warner of Mammoth Holdings.

Hannah Skaanland, CEO of Elephant Car Wash, led a workshop on conflict resolution and communication skills while Diane Stafford, president of UpTalent Solutions, explained how Predictive Intelligence — an understanding of each person's strengths, needs and skills — can help individuals and teams thrive in business. Michele Geertsema of Mammoth Holdings said, "It was one of the best experiences I have had. Not only was I able to connect with other women, I learned a lot about myself as an individual and as a leader."

Amy Olson, consumer marketing expert at WashCard Systems (recently acquired by D & S) said, "I loved the group size. There were really good topics and discussions. The Women in Carwash Conference is so much more than that. You learn, challenge yourself and have great conversations about business. You also find your 'people.'



The 10th Biannual Women in Carwash Conference was held at the Hilton Salt Lake City Centre in Utah, June 16-18. The event attracts women from across the US and Canada.

This is such a great family to be a part of." She was a presenter as well, teaching customer engagement techniques so that washes can stay competitive in an ever-changing market.

Three speakers gave an in-depth workshop on investing in carwash real estate: Melissa Croll, associate partner of Atlee Realty; Jacqueline Goohs, founder of Working Globally, Closing Locally Realty; and Tiffany Cartwright, senior sales consultant at Paychex.

In another session, Autumn Francis, a specialist in real estate development for Hutton Construction, explained the myriad aspects of project management.

To provide a broader perspective and raise awareness, Shelley Walker, CEO of the Women's Trucking Federation of Canada, delivered a powerful presentation on how to spot and stop Human Trafficking. She explained tips for identifying victims and their traffickers hiding in plain sight and how to report this heinous crime.

The conference can empower women to change their workplaces, communities, and their lives. Melissa Croll said, "The aspect I love most about the Women in Carwash conference is the sisterhood and bonds we form with all the women. We are making friends with likeminded and goal-oriented individuals that are all trying to better themselves in some way.

"Brenda does a wonderful job of selecting relatable speakers that inspire and teach us new things. When you leave you feel a sense of accomplishment and it sparks a drive for further excellence in me personally listening to these inspirational women and their journeys in their careers."

Added Mara Sanders of Sonny's Direct, "As someone new to the industry, this was a great tool for information and resources. It helped me feel less intimidated in an unfamiliar space and has energized me to keep pushing forward for the future of Women in Carwash."

The next Women in Carwash conference is in Charleston, SC, Jan. 19-21, 2025. You can register at womenincarwash.com **NC**

Gretchen Matthews founded Chesapeake Quill to help businesspeople improve their writing skills. She has been a presenter at the biannual Women in Carwash conference and is a regular contributor to Convenience and Carwash Canada. Contact her at gmatthews@chesapeakequill.com



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That's a Wrap!

By Frederick Jerant

The use of vinyl as an automotive material is actually an old concept, one that dates to the 1920s. Along with leather and canvas, it was originally used merely as a roof material to keep occupants dry.

Eventually, it became a styling element on its own, one that was intended to give hardtops the “look” of a convertible roof. That approach fell in and out of favor throughout subsequent decades, peaking between the 1960s-1970s. Vinyl also wound up as leather-like interior trim and on side panels — even into the 2000s — as designers created modern interpretations of the real wood panels often found on station wagons and other vehicles during the 1940s.

Today, vinyl still finds its way onto auto bodies, but in a new and exciting way: complete body wraps. That's right — every body part, from fender to fender and roof to rocker panel.

These full wraps offer relatively simple and inexpensive ways to rejuvenate a car's fading finish; provide highly customized styling; keep the original finish showroom-new (a real plus at resale time); and even temporarily convert cars and trucks into rolling advertisements for businesses.

Vinyl for wrapping cars, trucks and other vehicles is available in rolls, for custom-cutting on-site, or in kit form specific to the vehicle being wrapped.

Color selections can be mind-boggling. There are the typical reds, greens and blues (not to mention blacks, whites and grays), but — much like interior paints for walls — those color families encompass a dizzying array of shades.

Depending on the supplier or manufacturer, you could choose from head-turners like:

- Atomic Teal
- Liquid Copper
- Hot Rod Red
- Apple Green
- Millennium Jade
- Antique Rose and
- Gunmetal.

Gloss, matte, satin, metallic and candy-color finishes are available as well. And if those options aren't eye-catching enough, some vinyls feature a “color shifting” effect — at one viewing angle it might appear purple; at a different angle, blue.

P. Shawn Rowan, Vice President of Sales and Global Marketing at Ardex Labs. Inc., Philadelphia, sees car wrapping as a niche market at this time. “I don't see much expansion in the consumer

market, but the commercial sector has good potential,” he said, adding that wrapped vehicles sporting company graphics can be a relatively inexpensive way to advertise a business.

Jordan Turner, sales manager at Wrap Kingz (formerly MovinAds), Ballston Spa, NY, said the current car wrap market is about \$1.8 billion, but is expected to reach \$4 billion by 2025.

Rowan added that the cost for wrapping is considerably less than for a high-quality paint job.

And that makes sense. While vinyl wrapping can usually be handled by one or two people; quality repainting involves stripping the original finish to bare metal; repairing

surface imperfections (that's a consideration when wrapping as well); then applying layer upon layer of primer, new paint, and clear coat — which requires a dedicated paint booth, the proper types of equipment; and the technical skill to execute the work.

Depending on your requirements, a quality paint job could set you back \$10,000 or more. (You could gamble with a fast and easy paint job — but the chances are good that it'll look like it was fast and easy.) But a full vinyl wrap typically costs only a few thousand dollars, depending upon the complexity of the job. If your vehicle sports a curvy body, or has numerous sharp creases, the job will be pricier than wrapping a car that has smooth, flat panels.

Much as for a paint job, your car's surface condition is critical to a good-looking outcome. Turner points out that a vinyl wrap won't disguise imperfections. “It's a thin material,” he said, “with a skin-tight fit, so any chips, dings or key gouges will still be visible after the wrapping is completed.”

The next step could involve removing bumpers and badges, tail lights, headlights, and license plates, so the vinyl can be worked properly around every edge and into every crevice.

“The material is very elastic and stretchy — and that property lets it conform to every curve in the bodywork,” Turner said.



This BMW 5 Series was wrapped for approximately \$6,000. The result, a “like-new” appearance.

After the backing sheet is removed, the vinyl is carefully laid into place, usually with a heat gun to activate the glue and to ensure malleability. Certain applications (such as complex graphics) may require using several layers of wrap to attain the desired effect.

The last step is the removal of any air bubbles or other imperfections, and smoothing out the wrap. “Wrapping materials often have air egress channels built into the adhesive layer,” Jordan said, “which can help prevent bubbles and wrinkles from forming in the first place.”

You can maximize the wrap’s longevity by parking it in a garage or using a car cover. Be extra prudent if you live in an area that experiences harsh weather — intense sun and road salt can adversely affect the vinyl. With thoughtful care, the wrap will look good for about four or five years.

Wash Friendly

“Wrapped cars can go through carwashes,” Turner said. “We actually give those customers a ‘care card’ to help them maintain it properly. We always recommend using a touchless wash; one of our customers has gone through a wash three or four times a

week for several years — and the wrapped finish holds up. No issues with water seeping under the vinyl, either.”

Heather Courtney, Northeast Regional Carwash Convention (NRCC) show manager, shared her personal experience with a vinyl-wrapped car.

“When our daughter turned 16, she wanted her own car. Rather than buy a new vehicle, we decided to upgrade a perfectly good BMW we already had, and together we agreed on a black satin finish for it. That’s a look you can’t get with a regular paint job,” Courtney said. “Of course, we also followed through by adding a black grille and dipping the wheels for an all-black look.

“We had it done last July at Movin Ads. It took about three days, and cost around \$6,000 — much less than for a new car. The wrap has held up really well; we keep it garaged, and put it through a carwash at least three times a week. That was an important consideration for us.

“Several of our friends have wrapped their cars, too. All in all, I think vinyl wrapping is a great alternative to buying a new or used car, or to investing in a full paint job.”

NC

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



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34th NRCC Expands Footprint, Content

The 34th Northeast Regional Carwash Convention (NRCC), October 7-9, at the Atlantic City Convention Center should have a little bit of something for every attendee, said 2024 Show Chairman Doug Rieck of the host Car Wash Operators of New Jersey (CWONJ). “The NRCC board really takes the content and the planning of this show to heart and strives annually to make it better. I think we really pulled out all the stops this year and I’m certainly excited about all aspects of the show,” said Rieck.

Rieck, who has chaired the event before knows all too well how difficult it can be to continue to raise the bar. “Yes, it’s certainly difficult to keep the momentum up and the ideas fresh, but our board is tireless in their pursuit of that goal,” he said.

As was featured in the last issue of the magazine, acclaimed restaurateur and author, Will Guidara will keynote the event. He will speak on his journey of taking exceptional customer service to the next level and how that can pay off at the wash in additional customers and profits. He is an engaging and entertaining speaker with some great stories and experiences to share. “I am beyond excited to hear what Will has to share,” said Rieck. “His story is compelling and relatable and one I know our attendees will walk away from with newfound motivation and inspiration.”

But first up at the show is the annual Virtual Tour seminar led by Tom Hoffman, Jr., of Hoffman Car Wash. The two-hour program on Monday, October 7, showcases four washes, virtually, and never disappoints. “This year we have four diverse and innovative washes to share with our attendees,” said Suzanne Stansbury, NRCC Education Chairperson. “We have a new double tunnel in Alaska, two Autobell sites in Delaware, the newest high-tech Hoffman Car Wash express site in Halfmoon, NY, and an environmentally-responsible full serve in Maryland, Canton Car Wash. There’s a little something for everyone in this year’s lineup,” she said.

Next up is the annual Simoniz Celebration: Cocktails & Conversation open to all attendees at the Hard Rock’s Hollywood Ballroom. According to Joey Plude, Marketing Manager with Simoniz, “We are extremely excited for the second year of our partnership with the NRCC with our Simoniz Celebration! Last year was a massive success with over 500 of you attending and we are hoping for an even greater turnout this year,” said Plude. “The carwash industry has always been comprised of amazing people and what better way to celebrate the Northeast carwash family than with a night of drinks and laughs before the show.”

Tuesday’s Lineup

On Tuesday morning the educational track kicks off with the Early Bird breakfast and seminar hosted by the New England Carwash Association (NECA). This year’s format will include an emphasis on marketing and will include panelists Sean Larkin with Westminster Car Wash & Detailing in Westminster, MD; Steve Weekes of Spritz Car Wash in Clifton Park, NY; Tom Halford of

Shammy Shine in Milford, NJ and Tatum O’Donnel with Splash Source in Naples, FL. The NECA’s John Shalbey, Jr., will moderate.

Returning to the lineup from last year’s event is Chris Brown of Myrrh Consulting who will expand on his wildly successful unlimited program seminar with “Revving Up Your Recharge Revenue by Maximizing Unlimited Conversion in a Tightening Economy.” Brown, owner and founder of Myrrh Consulting, a performance management firm based in Orlando, FL, will share the secrets of selling memberships in our inflationary environment without pushing guests away from undue pressure.

For the first time, the NRCC will run two concurrent programs and one of them is geared to managers. “It’s the first time we’ve tried this and we’re very excited,” said Stansbury. “If we get good feedback, we’ll look to expand it in 2025 and add more manager-related programming.”

“8 Ways to Becoming a Mangentic Manager,” facilitated by JoAnna Brandi of JoAnna Brandi & Company will tackle how to find and keep good employees. According to Brandi, people don’t leave companies they leave their bosses! This seminar will help managers become more effective and include a complimentary video and handout to take home to the wash.

At the same time, owner/operators and other staff can hear from Bank of America’s Ravi Mani and Rahul Barua, managing directors who head up the firm’s investment banking coverage at BOA Securities across the carwash industry speak on “The State of the Carwash Industry.” From their unique perspective, they will speak on the “State of the Industry,” looking specifically at the dramatic and rapid changes to the carwash industry landscape the past few years due to mergers and acquisitions, investments from private equity, innovation and more. What this current environment means for the future economics of the carwash industry and how it might affect your operations whether you are looking to sell, expand or diversify, will be explored in this session. Another “must-see” seminar!

As noted above, Keynote Speaker Will Guidara will finish out the educational track on Tuesday with his inspiring presentation. Guidara is a renowned restaurateur, bestselling author of *Unreasonable Hospitality* and even had the FX series *The Bear* loosely based on his story. In his keynote he will show us just how taking exceptional customer service to the next level, and even being unreasonable, can pay off at your carwash!

Awards Luncheon

The annual Awards Luncheon following the Keynote will include honors to several Emerging Leaders, the Most Distinguished Person and the Hall of Fame recipient by Rieck and the Car Wash Operators of New Jersey.

After the record-breaking 2023 event the NRCC opted to expand the show floor footprint by adding 29,000 square feet to the existing 84,000. Exhibit hours begin right after the conclusion of the Awards Luncheon from 1:00-6:00 pm.

Immediately following the conclusion of the show the Welcome Reception in the Convention Center’s foyer begins and

Continued on p. 40...

Keynote Speaker Will Guidara Will be Extraordinary



Don't miss Keynote Speaker, Will Guidara, author of "Unreasonable Hospitality," Tuesday, October 8, at the Atlantic City Convention Center. The book chronicles the lessons in service and leadership he has learned over the course of his career in hospitality. He is the co-owner of Make It Nice, a hospitality group that currently includes Eleven Madison Park, the NoMad restaurants and Made Nice in New York City. He has been immersed in the restaurant industry since the age of 13 and hails from Sleepy Hollow, NY.

While running Eleven Madison Park, Guidara discovered the remarkable power of giving people more than they expect, and used this idea of Unreasonable Hospitality to turn a struggling two-star brasserie into the #1 restaurant in the world. This radical reinvention was a true partnership between the kitchen and the dining room, creating memorable, over-the-top, bespoke hospitality. Isn't that exactly what you want to give your carwash customers!

You can view Guidara's TED Talk on nrccshow.com's home page. The popular show, The Bear, featured on FX, is also loosely based on his life.

Learn how to take an ordinary transaction and turn it into an extraordinary experience at Guidara's Keynote! **NC**

[Register at nrccshow.com](http://nrccshow.com)
by September 15 and SAVE!

nrcc
Northeast Regional Carwash Convention

**Northeast Regional
Carwash Convention
October 7-9, 2024**

Educational Lineup

MONDAY, OCTOBER 7

- **Virtual Carwash Tour**
 - › Sudzy Salmon's new 180 ft. double tunnel in AK
 - › Autobell in Chester and Newark, DE
 - › Hoffman Car Wash's new Express Exterior in NY
 - › Canton Car Wash, MD's environmentally-responsible full serve
- **Simoniz Celebration**
 - › Cocktails & Conversations Open to All
Hollywood Ballroom, Hard Rock Hotel & Casino
(6:30-8:30 pm)

TUESDAY, OCTOBER 8

- Early Bird & Marketing Panel
- The Unlimited Program 2.0 with Chris Brown
- The Current Impact of M & A on Carwashing with BOA's Ravi Mani & Rahul Barua
- Manager-Only Program: 8 Ways to Becoming a Magnetic Manager with JoAnna Brandi
- Keynote With Unreasonable Hospitality's Will Guidara
- Award's Luncheon (12:00-1:00pm)
- Welcome Reception in ACCC Lobby sponsored by ICS (6:00-7:00pm)

WEDNESDAY, OCTOBER 9

- **Service is a Superpower:** Lessons Learned in a Magic Kingdom With Disney's Louie Gravance sponsored by DRB.

SHOW HOURS

- **Tuesday, October 8**
1:00-6:00 pm
- **Wednesday, October 9**
9:30am-1:30pm

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

runs until 7:00pm. The event, sponsored by long-time exhibitor and NRCC supporter, ICS, is open to all attendees. It includes two complimentary drink tickets and 'Jersey fare light snacks. It's a great way to meet up with friends before heading out to dinner. There is also a \$500 cash drawing, as well as a Bluetooth Speaker giveaway to a lucky winner! This seminar is sponsored by DRB.

Wednesday's Lineup

"Service is a Superpower: Lessons Learned in a Magic Kingdom" is the final seminar on Wednesday morning at 8:00am. The extended program, sponsored by DRB, features Louie Gravance, a customer service guru and former training designer for Walt Disney World in Orlando. In this seminar he will tell us that the delivery of excellent customer service is transformational; not just for the recipient but for the provider as well. He will show us just how that can translate into your daily carwash operations. Known as the guy who can make the Disney service concept work outside of Disney, you won't want to miss what Louie has to share and take that knowledge back to your wash.

Exhibits then open up and run from 9:30am-1:00 pm. **NC**

Show Hours

- **Tuesday, October 8**
1:00-6:00 pm
- **Wednesday, October 9**
9:30am-1:30pm

Special thanks to all the event sponsors!

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Meet NRCC Chairman Doug Rieck



Doug Rieck

Q. Is this your third time hosting the NRCC, Doug?

Yes, and it's been wonderful. It's easier this time as we have such a professional staff and the previous experience of what we did right and wrong helps us make every event better and more value-packed.

Q. Why have you committed so much time to this event over the years?

There are so many reasons, but it's important for our region and it helps operators to be more professional and better at what they do.

Q. Why do you serve on the NRCC board?

Not only do I help the industry, but I help myself by interacting with such a diverse group of people. I learn as much from the board meetings and associating with the board as I actually give back. It's wonderful.

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

I love the 1000+ car non-stop days the most, but hate the rain days.

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

Going through college and for several years after that I was a special police officer.

Q. If you have time to read, what is the last book you read?

Daniel Silva's last book, "A Death in Cornwall."

Q. What is your favorite hobby?

Boating.

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

A family dinner including my daughter, who is normally in Florida in college.

Q. What would be on the menu?

Seafood.

Q. If someone handed you a million dollars today, what would you do with it?

Probably invest most of it back in my carwash business.

Q. What is Doug Rieck's perfect day?

I'd be boating on the 'Jersey Shore.

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

What you learn and take away from this event is invaluable to every sized carwash operator and supplier. And, the fellowship and camaraderie is also priceless. **NC**

**For more information
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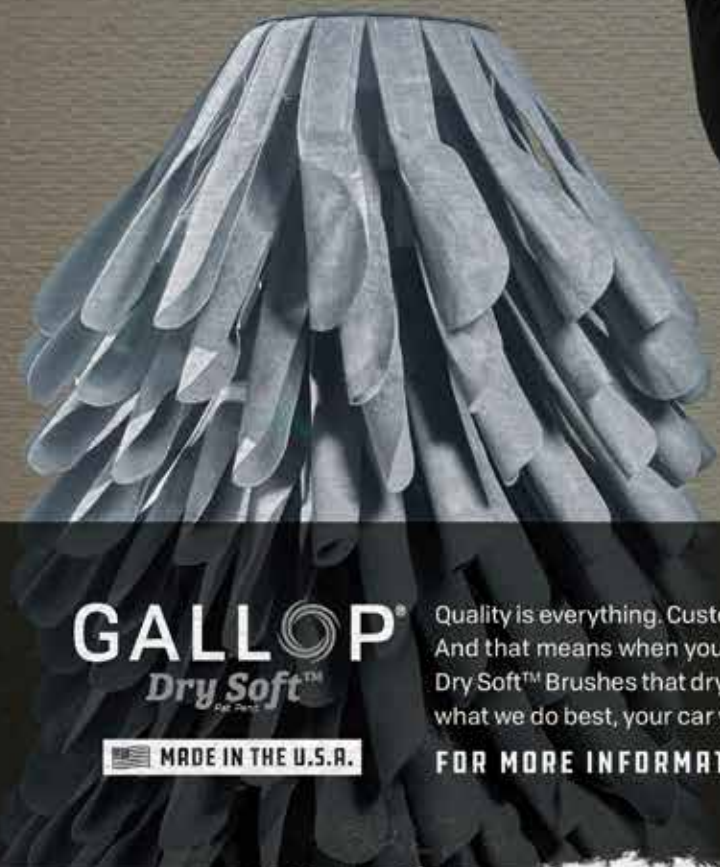
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Art Kirikian — The Innovator of Cloth

By Fred Grauer

The Delaware River begins in the highlands of New Jersey and courses and meanders southeast separating the states of New Jersey and Pennsylvania, passing through Philadelphia and ending in The Delaware Bay.

Today, as it was in the time of our Revolutionary War, the areas surrounding this river became a hot bed of entrepreneurship, revolution, evolution and discovery. This momentum of and continued creation of small business development is loudly proclaimed as you cross one of the bridges connecting the states of New Jersey and Pennsylvania with a proud sign, "What Trenton (The capital of New Jersey) Makes the World Takes."

In the migration from an agrarian economy to an industrial economy New Jersey, and cities like Trenton, became major manufacturing areas and with that the growth of commercial and retail establishments, including the development of retail carwashing facilities.

As the success of commercial carwashes spread more entrepreneurs became attracted to the business. Among those individuals was an entrepreneur by the name of Sarkis Kirikian. Sarkis' background was in manufacturing. And like so many who have immigrated to the United States (from Egypt in 1962), he was convinced that the opportunities here for his family to employ his technical skills of engineering, manufacturing and production management would be well rewarded.

Sarkis and his sons Loris and Gabe looked at multiple opportunities and narrowed it down to either the supermarket or carwash business. While doing their due diligence they met and interviewed Bill Thacher, a New Jersey carwash operator and manufacturer of carwash equipment. After a great deal of discussion they decided that carwashing would be the best opportunity and fit for their skills.

Bill, who in the mid-1950s bought Sherman Car Wash Equipment Company from Sherman Larson and moved the company from Detroit to Palmyra, NJ, reiterated the pluses and minuses of building or buying an existing business. Loris and Gabe interviewed many carwash owners, visited many carwashes, and decided to buy existing carwash facilities. The relationship between Bill and the Kirikian family was a great fit. Bill mentored and helped Sarkis and his two sons in the purchase of their first two washes, Capital Car Wash and Hamilton Car Wash in 1967.

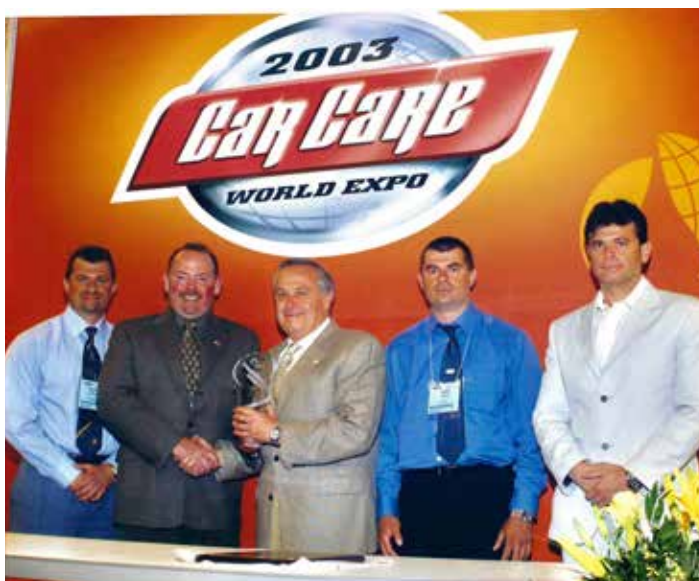
By the late 1960's and early '70s many changes were occurring in the carwash space. Automobiles were becoming more angular with fins, and chrome was becoming the norm. These changes made it more difficult to wash new vehicles by hand and or with any available automated equipment. Added to this was the difficulty in attracting a carwash workforce. It became evident it was time for change!

The answer to labor and washing the front and rears of vehicles moving on a conveyor came in the form of a patented (Sherman Industries, 1967), wraparound brush that was able to wash the fronts, sides and rear of vehicles. At the same time this was occurring it became clear that the current wooden-core Tampico brushes, because of supply issues and wash diameter, could no longer play a part in the new wash equipment design. The Tampico issue was solved by replacing Tampico with synthetic fiber bristle brushes of polypropylene, polyethylene and nylon. The move to synthetic fibers allowed for larger diameter brushes to safely move in, out and around the contours of the newer vehicles.

In 1969, Art Kirikian, a son of Sarkis, who passed in 1972, moved to New Jersey from Egypt and joined his brothers in the family carwash enterprise. Around this time carwashes were

In 2003 Art Kirikian Sr. (center) received the International Carwash Association's (ICA) Leadership in Innovation award at the association's Car Care World Expo, presented by ICA President, Mike Black (second from left). Also pictured are (L to R) Serko, Chris and Art Jr.

Photo credit: International Carwash Association





Hamilton Car Wash in Trenton, NJ, has been operated by the family since 1967, and Windsor Car Wash in East Windsor, NJ, since 1979.

beginning to receive customer comments regarding a haze appearing on vehicles that were washed in facilities using synthetic bristle brushes. Much investigation took place regarding these comments, and it was determined that the haze was a result of plastic fibers breaking down and leaving a microscopic deposit on the vehicle's surface. This concern galvanized Art Kirikian, now 82, who is credited with much of the company's innovation into action!

In the mid-1970s Art Kirikian joined Belanger Inc. as a distributor, forming Kirikian Enterprise. Belanger was at that time providing polishing equipment for fabricated components in the automotive and marine industries. Art was convinced that with Belanger's experience they could develop a soft cloth product for the carwash industry that would be safe, not leave any residue, and at the same time clean and polish vehicle surfaces. Art used the family carwashes for testing and was convinced, after a great deal of trial and error, that the concept of washing with a material other than bristle brushes was here to stay.

Art then left Belanger to further pursue his dream of developing a non-fiber brush material. This vision led him on a worldwide mission to find and/or develop the Holy Grail of wash material.

At home while Art was researching the world, the rest of the family was on the move. In the late '70s they acquired Windsor Car Wash. By the late 80's, Art Jr. joined the family business followed by Chris and Serko (Art's sons) in the early '90s.

Art's diligence and persistence brought about the

development of Neoglide® and the creation of Kirikian Industries LLC in 1997. "My father's knowledge and enthusiasm for the carwash industry was passed on to my brothers and me," said Serko Kirikian. "Working with him over the years has been one of the greatest fulfillments of my life."

Today, Kirikian Industries sells NEOGLIDE® around the world. In 2003 the company received the International Leader in Innovation Award from The International Carwash Association. Hamilton Car Wash, which they still operate, is 57 years old and Kirikian Industries recently celebrated more than 27 years in business.

When I interviewed Lee Belanger of Motor City Wash Works for this article, he said,

"It is about time Art Kirikian was recognized for the huge contribution he has made to the carwash industry. He is the man responsible for bringing cloth to the carwash industry," noted Belanger.

The industry's growth and success is a result of the hard work, innovation and creativity of individuals like Art Kirikian. Thank you, Art, for your vision, perseverance, innovation and commitment to change. You have left an indelible mark on this industry. **NC**



This photo was taken of Serko Kirikian in 1997 during the early design phase of Neoglide®.



Fred Grauer

Fred Grauer is a 65-year industry veteran. He recently "retired" from a position with Vacutech, but is consulting and writing this column for the Northeast Carwasher. You can reach Fred at fredgrauer@comcast.net

Common Business Loan Missteps

By Michael Ford

Securing a business loan can be a pivotal moment for any entrepreneur, but you need to be aware of potential pitfalls that could derail your efforts. Poor planning, choosing the wrong loan type or not properly managing growth are some of the common mistakes made by carwash owners. In this article we'll review some tactics to help sidestep potential issues in your search for funding.

I'll Do it Later

One of the most common errors happens when new carwash operators are purchasing existing facilities. The misstep occurs when the buyer fails to include needed upgrades with the financing for the acquisition. Often, in a rush to close, new investors feel the pressure to just acquire the facility. They do this without the clarity to see that buying and operating a wash with the same old worn-out equipment is not a recipe for success.

One way to avoid this is by including language in the purchase contract that permits the buyer to have a professional assessment of the equipment and facility by qualified professionals prior to finalizing the purchase. This will give the new entrepreneur the ability to identify the true cost of the acquisition and affords the buyer the opportunity to include those needed items with the financing.

A perfect example of this misstep comes a few months down the road when the start-up operator realizes that the old equipment isn't properly working. Now desperate to replace the equipment, the new operator applies for financing only to find out that the rates and terms are unreasonable.

What the new operator didn't know is start-up equipment financing is considered high risk. The term for start-up equipment financing is usually shorter and the rate can be more than double the rate charged to an operator with just two years' experience. If the new operator had included the cost of the improvements with the acquisition financing, the interest rate and payment would be significantly lower because the acquisition loan was tied to the real estate and/or had a Small Business Administration guaranty.

TIP: If you are purchasing a wash and know the facility or equipment are in need of upgrades within the first two years, include those improvements with the request for the financing of the acquisition.

Choosing The Wrong Loan

There is a variety of business loans on the market today, each with its own suite of rates, terms and fees. It's important to do your due diligence before applying to ensure you're getting the right type of business loan for your needs.

Lines vs Loans

Many operators think a line of credit is the answer to most of the financing needs of a business. While a line of credit can be

useful, it can also be costly. For example, a business line of credit is rarely the best answer when you're looking to cover the costs of purchasing new equipment. If it's a small amount and the plan is to repay the debt in a couple months, a line of credit can be okay to use. However, if the debt is going to be repaid over a longer term (more than 12 months), taking out an equipment loan could save you big bucks since the equipment itself is used as a form of collateral, which helps lower your interest rate. The advantage of an equipment loan is the lower rate and low monthly payments.

The advantage of a line of credit is it's simple to use and normally will not have a pre-payment penalty. However, business lines of credit will typically have rates that are more than triple that of equipment loans. So, you may pay three years' worth of interest in a single year if you use a line of credit instead of an equipment loan.

TIP: Match the loan to the desired payback term. Use lines of credit for short-term purchases like inventory. Use loans for long term uses like equipment.

SBA vs. Conventional

If you're looking for a real estate loan for an acquisition, new construction or refinance, you may have the choice between conventional and Small Business Administration (SBA) loans. There are several reasons to choose one over the other. While the rates are generally similar, the term, amount financed, and costs do differ.

SBA loans offer longer terms and do not have balloon payments. A balloon payment is when the principal balance is due after a shorter term (typically 2, 5, 7 or 10 years). Conventional loans can be easier to obtain, have lower up-front fees, but usually require more money down.

SBA real estate loans are generally 25 years in term. Conventional loan repayment can be spread out over 15 to 20 years. In addition, it's a common misnomer that SBA loans have more fees than conventional loans. While it's true that you can have higher initial loan fees for an SBA loan, over the term of a conventional loan, the fees can be greater. This is because conventional loans generally have renewal fees every couple of years.

The big advantage to SBA loans is the lower down payment. A typical SBA loan will require 10 to 20 percent down. Conventional loans will usually require more down (20 to 40 percent) and can exclude certain items which make the down payment even greater.

An example of this is in a new construction loan. SBA loans usually include an interest reserve to cover the cost of interest during construction. In addition, funds for operational expenses (aka working capital) and funds for inventory can be included in an SBA loan. Depending on the loan size, the combined amount interest reserve, working capital and inventory can add up to hundreds of thousands of dollars. These are costs that are usually excluded from conventional loans. So, even if a conventional loan

is presented at an 80 percent loan-to-value, when you figure in all the other costs that are excluded, the amount of required out-of-pocket can be significantly more than the advertised 20 percent.

TIP: When comparing SBA vs. Conventional, ask your banker what's not included to help understand the true cost of financing.

Super Shoppers

Some carwash operators might feel the urge to apply for multiple business loans simultaneously to increase the likelihood of their loan request being approved or finding an interest rate that is a fraction of a percent lower. When applying for a loan, most lenders run a hard credit check which shows up on your credit report. Multiple inquiries on your personal credit report will impact your credit score. Lenders who subsequently run your credit after the first few other companies will notice a lower credit score and the multiple inquiries. While a credit inquiry only drops your credit score by about 5 points per inquiry, the multiple credit pulls can have a much greater negative impact.

In carwash financing, it is common for lenders to have an auto-decline policy after just three financing inquiries. Other lenders will just increase the rate with the assumption that the multiple inquiries are probable declines. So, submitting multiple applications can actually backfire on the super shopper. The result of super shopping can be a straight out decline or a higher interest rate.

A way to mitigate the negative impact of multiple inquiries is by completing your due diligence research on business lenders in the carwash market before starting the formal application process. One way to focus your search is by making calls to interview lenders and by leveraging industry resources. This can be done by seeking out recommendations from carwash operators, equipment vendors or other industry professionals.

TIP: Doing your research and asking questions up front can save you time, effort and money in the long run.

Hyper Growth – Boom or Bust

Over the last several years we've seen a number of investors come into the carwash market and use the hyper-growth strategy to build a brand. Hyper growth is when a business is in a phase of rapid expansion. In some cases, the rate of expansion outpaces the company's ability to service their own debt. In other words, buying, building and growing washes so fast they don't wait for the cash flow for each of the new facilities to stabilize before they grow more. When a business is in hyper-growth mode it is hard to get financing because of the lagging cash flow.

The sale-leaseback model is partially the offspring of hyper growth. This is when the carwash owner sells off the underlying real estate to a real estate investment firm and then leases the facility back from that same firm. The reason these carwash owners sell off their most valuable asset (real estate) is because of the lack of financing options. They need to generate cash to keep growing. The sale-leaseback becomes a source of funds to fuel the hyper growth. When they combine a sale-leaseback with equipment leasing, they can achieve almost 100 percent financing.

Sounds great, right??? In some cases, this model can work and make a ton of money. However, for those who don't have an unlimited stream of cash to keep growing and feeding multiple sites while they are stabilizing, the downside to hyper growth is that one misstep /one bad location/one slow start can bring down the business like a house of cards.

Hyper growth is a model used by private equity firms with some success. They're able to do it because they are deploying (aka spending) other people's money. However, as we are seeing, not properly managing growth and building for the sake of building does have its downside too.... even if you are using other people's money.

TIP: If you manage your growth, your business venture can be just as rewarding and carry much less risk.

There are many ways to fund your carwash business. You can avoid some of the pitfalls if you take your time, understand your project needs, screen your lending partner, select the right loan product and responsibly manage your growth.

NC



Michael Ford

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

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Preparation is Key to Increase Revenue and Employee Engagement This Holiday Season

“Prep” The Halls with Holiday Marketing

By Sophia Evans

Throughout the Northeast, the leaves are starting to change and will soon be at their peak colors. Even though fall is in full swing, successful carwash operators have already begun preparations for the upcoming holiday season, and how to capture a piece of the estimated \$960 billion-\$1 trillion the National Retail Federation projects US consumers will spend this year on holiday-related gifts, travel and entertainment.

A successful holiday marketing strategy begins with understanding your target customers, determining the best product offering to meet their needs, laying out a structured implementation approach, and training and engaging your employees to effectively promote and sell your products and services.



Themed onsite marketing materials are a great way to advertise promotions and alert customers to gift giving options. Exclude pricing so they can be used for several years.



Lobby trees can be used as “Giving Trees” in conjunction with local non-profits, or to display stocking stuffer or holiday promo ideas.

Below are several key considerations to think about when determining your upcoming holiday marketing strategy.

Identify Promotions

According to market research firm PwC, consumers budgeted an average of \$50-100 per gift in 2023. Industry projections for 2024 indicate once again a robust holiday shopping season, fueled by consumer optimism and a desire to maintain traditional holiday expenditures. With this data in hand, carwash operators are at an advantage and can offer gift cards, single retail wash options, and Unlimited Wash Club gift memberships as all naturally fit within that target gift price point.

While most consumers are driven to purchase by a great promotional price point, consider offering a value add to their purchase, whether it be a free single wash for the gift giver, an extra month added to a prepaid Unlimited Wash Club membership, to even a car-related accessory like an air freshener, travel mug or microfiber drying towel.

Another promotional consideration that could help set your wash apart from the competition is offering a companion gift at either a steep discount, or even “free.” Since 41 percent of consumers plan to purchase a gift for themselves, carwash operators have a unique opportunity to not only increase sales, but overall customer satisfaction and loyalty through this “one for you, one for me” promotional approach.

Timing Is Everything

Marketing technology company Vericast recently released their 2024 Retail TrendWatch Report, and data suggests a consumer trend shift toward more “last minute” shopping. While that’s good news for planning, don’t wait too long to begin your onsite and online promotions! According to Vericast, most consumers (74 percent) plan to do most of their holiday shopping in November and December.

Starting promotions in November will ensure that you capture not only those who like to jumpstart their holiday shopping due to budgeting reasons, but also reach the last-minute shoppers who may be faced with a dwindling selection and looking for a unique, useful gift that can be used all year long, like an Unlimited Wash Club membership!

While it’s recommended that promotions begin before Black Friday, the “unofficial” holiday season shopping kick off, promotions should start no later than that. Black Friday-only promotions are another way to stand above the competition, and can be slightly altered versions of already



Build holiday cheer by giving sites a small decorating budget.

offered promotions such as a deeper discounted gift card offering, available that one day only.

Supporting local also continues to be a big retail shopping trend, and more than one third of consumers are expected to make a gift purchase on Small Business Saturday, falling this year on November 30, 2024. Since many carwashes choose to be deeply rooted in their communities, don't ignore opportunities surrounding Small Business Saturday. If you don't want to offer a Small Business Saturday-specific promotion, think about ways you can promote your wash's ties to the local community in your marketing efforts leading up to that day, which will organically drive engagement and reinforce customer loyalty.

Advertising and Onsite Marketing

Due to demand, it's no secret that some forms of advertising inventory will be more limited during the holiday season. As soon as you determine your promotional offering, solidify your advertising budget and secure advertising contracts that may have limited available inventory including digital display and OTT ads, billboards, radio and television commercial buys, etc. With this also being an election year, fall through early November ad space will also be at a premium and available space may be cost prohibitive.

In the event that paid advertising is out of your budget, you can still have a successful advertising strategy with grassroots marketing, social media platforms and email marketing campaigns. Map out a series of social media campaigns that are creative, holiday-themed and clearly articulate your promotional offerings and update them constantly to stay top-of-mind. Periodically update the messaging so content remains relevant and engaging, for example, "Skip the lines! Gift giving made easy," or "The perfect gift for the person who has everything."

Data suggests that 63 percent of consumers plan to travel by car during the holidays. "Making the trip to Grandma's house in a sparkling clean car" is another message likely to resonate and drive traffic onsite.



Engage employees and spread community goodwill by volunteering with local non-profit initiatives or hosting onsite donation campaigns.

Partner with other small businesses, or those adjacent to your business, to potentially reach new customers. Reach out to your local radio or TV stations to see if you can offer a prize pack or retail washes for their holiday promotions and contests in exchange for on-air promotional mentions. Most local media outlets also offer morning or weekend lifestyle-type of shows that will likely have "Gift Giving" segments where you can economically promote your wash and current promotions.

Targeted email campaigns should also remain a top priority for your holiday marketing plans, as data suggests that 28 percent of consumers expect to be driven to purchase gifts prompted by a retailer's email. A series of email campaigns delivered strategically throughout the holiday season will drive traffic to your wash.

Accentuate the value of your promotion, the overall savings, and your key competitive differentiators, whether it be your wash equipment, add-on services like free vacuums, cleaners and towels, number of locations, etc. If the ability to purchase online exists, make sure the customer journey from initial purchase to delivery is a seamless process.

In addition to advertising, think about how to create a festive onsite customer experience. Signage can be used to creatively market and remind customers that gift cards, single retail wash books, and unlimited wash club gift memberships make great gifts. Themed onsite Windmasters, digital menu graphics, gate arm covers, pay station welcome screens, and vac lot decals are great methods of promoting your onsite holiday gift options. If your site offers music in the vacuum lot or retail lobby area, switch over to a holiday music station to create a festive atmosphere.

Engaging Employees

When it comes to keeping employees engaged throughout the holidays, draw upon most team's naturally competitive natures! Goal setting, contesting and appreciation will go a long

Continued ...

way, and ultimately happy, engaged team members will deliver the best customer experience.

Before your holiday promotions go live, make sure that all team members have been briefed on the promotional offerings, the advertising strategy and overall timeline. Team members take pride in seeing their company on television, social media platforms, billboards, etc. so give them a heads-up on where they can see advertising initiatives! Ensure that proper sales training has occurred, and that each employee has mastered the pitch, and any promotional “fine print,” if applicable. Work with site leadership to establish individual and site-level sales goals, and have a robust commission and prize structure set in place for reaching stated goals.

Consider hosting an exterior lighting contest and/or tree decorating contest with fun prizes and bragging rights. Special uniform props like branded Santa hats or shirts are a fun way to get team members into the holiday spirit.

On Black Friday or throughout heavy-traffic days, allow team members to ditch the regular uniform in lieu of an “ugly” holiday sweater. A special year-end, after hours celebration can go a long way, and is a great way to reflect on the past year and communicate key metrics, highlight outstanding team members and communicate initiatives for the coming year. Finally, offer employees discounts so they can proudly present family and friends with single carwashes, Unlimited Wash Club gift memberships or gift cards.

Corporate Gift Push

Outside of hosting a holiday party or annual bonuses, most companies gift their employees at the end of the year with a token of appreciation. Get in front of these companies now with a corporate gift offering strategy and you are well on your way to capturing another potentially robust revenue stream. Gift cards, gift memberships and single washes are a great offering to companies looking for a unique, useful employee gift. The key is to offer multiple gifting options at variable price points, and make the purchase, delivery and redemption process as easy as possible.

If you do not yet have existing relationships, have team leaders identify potential target customers through their everyday customer interactions at the wash. The local Chamber of Commerce also has contact lists available for purchase, or if you are an existing member you will have access to their membership directory. Most Chambers also offer targeted member emails for a nominal fee, and this is a fast, economical way to reach business decision makers to promote your gift offers. In larger markets, business journals also will publish a “Book of Lists” that include segmented, top companies most likely to have formal employee and client gift giving budgets.

Charity Component

‘Tis the season of giving, and if community involvement is a core value of your business don’t overlook a charity initiative when determining your overall holiday promotion strategy.

With the hustle of the season, it’s important that campaigns are easily executable, and that team members have bought into the campaign as they likely have increased wash traffic, gift sales, and their normal wash job duties to attend to.

Partnering with a local non-profit organization or piggy-backing off a corporate giving campaign in conjunction with a partner organization is a great way to stay engaged and make a difference in your local community while limiting onsite interruption. Activities could include donating wash vouchers, gift cards and wash-themed supplies for local charity events or door prizes at company holiday parties.

Hosting a holiday party of your own? Ask team members to bring in a new or gently used coat, scarf, hat or gloves and donate to a local shelter or non-profit for distribution to those in need. Select community organizations or local churches that have a “Giving Tree” program and display tags of local requested items on a lobby holiday tree, purchase and then bring back to the wash to be donated.

Most local media outlets will offer a holiday community relations initiative in November and December, such as a toy drive or granting kids or family wish lists. Offering an in-kind donation or free wash vouchers for donors, your location to as a toy drop-off location, or team members to volunteer at a food distribution event is a great way to build community goodwill while not being solely responsible for the lengthy execution that these types of initiatives take to be great.

If an onsite holiday donation campaign is on your wish list to execute this holiday season, there are many ways to leverage the generosity of your customers. A couple examples include a free wash weekend with monetary donation given back to a local non-profit, or a seasonal scented air freshener campaign where customers donate one dollar back to a local non-profit and receive a free air freshener. No matter what you decide to do, giving back during the holiday season is a great way to positively impact employee morale, and show your local community that you are “more than a carwash.”

In anticipation of the holiday season, carwash operators have a prime opportunity to capitalize on accelerated consumer spending to boost revenue and attract new customers, while simultaneously enhancing employee engagement and positively impacting their communities. By implementing some or all of the strategies above, operators can effectively navigate the holiday season, and move into a traditionally high-volume season with happy and engaged customers and employees.

NC



Beth Martin is the Senior Vice President of Marketing at Express Wash Concepts, the parent company of 100+ express wash locations across six states under the following brands: Moo Moo Express Car Wash, Flying Ace Express Car Wash, Clean Express Auto Wash, Green Clean Express Auto Wash and Bee Clean Express Car Wash.

Beth Martin



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Dear Venus and Mars,

With the Presidential election only weeks away, despite the victor and trying to be apolitical, what do you hope the next president will do to help your business?



Heather Ashley

Venus Says

No matter who our leader becomes, he must help repair the unity of our country and ease the fear of an unstable economy. We are also in need of a leader who begins to understand the regulation of new technology and installs policy that protects our citizens while opening the door to innovation. It would be great to have initiatives for improving/adding to the workforce as

well. So many people do not have the skill set to do what today's jobs are needing.

People are stressed. Many things are changing for our customers including job loss, inflation of grocery items, gas prices and lack of affordable housing. Happy, stress-free citizens will hopefully be more likely to wash their cars with us! As fear about interest rates and the overall instability of the economy looms, our customers feel they have less money. We need a leader who speaks with confidence and demonstrates proof that the economy will be strong again.

We live in a community where folks still save their quarters and come to the wash. I would much rather they have a secure job and feel good about the economy so they would swipe their credit card or at least bust a \$20 bill at our change machine. With our best season being winter, I look forward to the election being over and customers eagerly taking care of their cars on a regular basis.

Cyber Security Needed

I want new innovation in America! But first, cyber crime is something that can take down business in our country and we need to hear what protections are in place. Artificial intelligence will bring a new level to our industry but we also need to lock down our data. I mean nearly every day we are hearing of a data breach. I hope the next president will put measures in place that have me feeling protected with my business data.

Also, with cutting-edge technology, I look forward to

Continued...

Mars Says

As the Presidential election nears, our industry finds itself in a position of both anticipation and hope. Regardless of the outcome, our focus remains on the growth and sustainability of our businesses. Here are a few key areas where I hope the next president will provide support.



Paul Vallario

Small Business Tax Relief

Small businesses are the backbone of our economy. Tax policies that provide relief and incentives can significantly impact our operations and profitability. I hope the next administration will prioritize tax reforms that reduce the burden on small businesses, allowing us to reinvest in our companies, create jobs, and contribute more robustly to our communities.

Access to Capital

Access to affordable capital is crucial for growth and innovation. Whether it's upgrading our equipment to more environmentally-friendly options or expanding our service offerings, having the financial means to do so is essential. I urge the next president to enhance programs that facilitate easier access to loans and grants for small businesses.

Regulatory Simplification

While regulations are necessary for safety and environmental protection, overly complex and burdensome regulations can stifle business growth. I hope for a balanced approach where regulations are streamlined and made more business-friendly, without compromising essential standards.

Sustainability Initiatives

As stewards of the environment, many in the carwash industry are committed to sustainable practices. Support for green initiatives, including incentives for water conservation and the use of eco-friendly products, can help us operate more sustainably. I

Continued...

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 and is a co-owner of BeeSeen Solutions.. 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



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Venus ... continued

seeing algorithms that improve the customer experience by learning their routines and preferences. The carwash of the future is right around the corner for many of us. All of that requires that we save data about customers and our business. None of us should feel confident in that until we can contain the data breaches that make us weak not only to hackers but to our enemies. **NC**

Workforce Overhaul

Our workforce needs an overhaul. We have citizens without jobs whether it be by choice or because they are competing with many with a limited skill set. Incentives to get people to return to the workforce are needed. To us, it is more than just fixing the minimum wage. Show me a program that will make even the young adult, living at home without a job, want to work. I hope there is incentive for small businesses to create entry-level jobs.

I hope the next president looks out for businesses and offers tax incentives for all sizes of business. It has gotten really hard to be a business owner in the wash industry. We need a little motivation in order to keep participating at a high level. I don't want to keep scaling back. Without confidence in where we are headed as a nation, however, that is exactly what many of us are doing. **NC**

Mars ... continued

hope the next administration will continue to champion environmental responsibility.

Health Care

Affordable health care remains a significant concern for small business owners and their employees. I hope for continued efforts to make health care more accessible and affordable, ensuring that our workforce is healthy, and our businesses can offer competitive benefits.

Regardless of who wins the election, though, my hopes are aligned with policies that support small businesses. By addressing these critical areas, the next president can help our industry thrive, ensuring that we can continue to provide quality services to our customers and contribute positively to the economy. By focusing on these key areas, we can work together to ensure a prosperous future for the carwash industry and other small businesses. **NC**

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Unreasonable, Not Impossible

By JoAnna Brandi

As I eagerly read the summer issue of this magazine about this year's Keynote Speaker, Will Guidara, Author of "Unreasonable Hospitality," it turned into love at first sight. I wasn't even one TED Talk in when I was grinning with excitement to meet this man!

If you are one of my regular readers, you know that we talk a lot here about the sometimes uncomfortable concepts like feelings and love and emotions. Will and I are on the same page. I'm with him when he says, "...we have an opportunity – a responsibility – to make magic in a world that desperately needs it."

Amen! "You have the opportunity to turn a moment of truth into a moment of magic – hundreds of times a day! Is that unreasonable? Hell, yeah! Is it doable – absolutely!"

Almost immediately after reading his quotes, for some reason, I thought about my favorite "Alice in Wonderland" story. In a conversation that took place with the Queen, Alice laughed, "There's no use trying," she said, "one can't believe impossible things."

"I daresay you haven't had much practice," said the Queen. "When I was younger, I always did it for half an hour a day. Why, sometimes I've believed as many as six impossible things before breakfast." (Lewis Carroll)

As you look ahead, perhaps you'd be wise to embrace the mindset of believing in impossible things.

As you head deeper and deeper into a world where your customers — and their expectations and experiences — define your brand, you might want to think differently and do some impossible things.

If you are clinging to old models and ways of thinking, you're going to have a hard time adjusting to the future. You won't be able to keep up with those leaders who are expanding their minds to create businesses focused on what buyers want, not just what sellers want to sell.

Operating at this Internet speed requires businesses to be nimble, smart, flexible, connected, creative and willing to regularly challenge assumptions core to their being.

It demands leaders to be able to listen deeply, put egos

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aside, and patiently cultivate cultures of trust and appreciation. Such cultures allow those closest to customers to mobilize swiftly, guided by clear values and priorities, delivering experiences that inspire positive word-of-mouth.

True 21st century leaders understand that they don't have all the answers and can't call all the shots. Your role is creating environments that enable extraordinary performance at all levels by managing energy and focus. "Positive Leaders" are informed by Positive Psychology, neuroscience, sports psychology and wellness studies. At least that's how I teach it.

"Happiness is the single greatest competitive advantage," according to Author Shawn Achor.

Happy businesses realize more potential when leaders focus on possibilities over problems.

Increasing an organization's "Positive Capacity" expands all benefits of positive emotion: you and your company get smarter, healthier, more creative, intuitive, socially adept and wealthier. Positive emotion benefits brain function, immune systems, stress reduction, and more.

Hundreds of studies show happy employees have 31

JoAnna
will be conducting
a seminar geared to
wash managers at
this year's NRCC:
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percent higher productivity, 37 percent higher sales, and are three times more creative. When leaders appreciate workers, performance increases. It's not impossible or impractical, as seen in companies just like Guidara's Best-in-the-World culture focused on values, passion and making magic!

At its core, Positive Leadership takes an asset-based, strengths-focused approach rather than weakness-fixing. Positive Leaders are skilled at "strengths spotting," giving feedback connecting work to mission and "making meaning." When leaders praise strengths, performance increases 36.4 percent. When they emphasize weaknesses, it decreases 26.8 percent. Yikes!

Continued ...

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JoAnna's Gems ... continued

Human systems grow in the direction of the things we talk about. Positive leaders talk strengths, values and creating customer value. They deliver five times more praise than criticism while framing language positively.

I believe that to create lasting market value, we must first create lasting workplace value via engaged, loyal, strengths-based workforces built on trust, vision and common goals. Let's create places where people love coming to work!

Sixty-seven percent of effective management competencies are emotional. Your positive leadership grows from your emotional intelligence. Positive leaders foster hope, optimism, compassion, forgiveness, and safe environments for creativity by honoring dignity, by giving people pride of ownership and by "being invited to contribute," according to Guidara.

You live in special times — where leaders can create appreciative cultures nourishing growth, protecting cultural environments, and responding to customer demands by connecting people's heads with their hearts.

The fields of business and economics prove to us over and over again that when you make an investment in your people — at all levels of the organization — they "pay you back" with more energy, enthusiasm and capability. There's a Law of Expectation — you get what you expect. Proven. By. Science.

I want to imagine the impossible for you. I want to see

people go home at night with enough energy, excitement and enthusiasm for the "rest of their life," coming back to work the next day, reenergized and ready to face the day's challenges and achievements with a positive and grateful attitude.

Let me remind you that the opportunity (and tools) exist for increasing emotional intelligence to create happier, more innovative, and exponentially more productive and profitable workplaces!

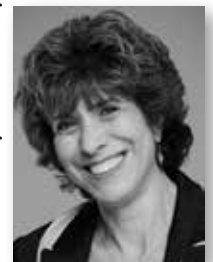
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JoAnna Brandi, Certified Chief Happiness Officer and Certified Well Being Officer, is the author of 3 books and hundreds of articles on customer and employee happiness. She is the creator of the online Course: The Practice of Positive Leadership: Use the Science of Happiness to Keep Employees Engaged and Customers Happy. www.PositiveEnergizer.com

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Are We Washing Cars, or Selling Clubs?

By Doug Rieck

That seems like a silly question, but it is not and each of us has our own answer. More than 15 years ago, when I converted my traditional full service carwash to a gated-entry flex service, wash clubs were just getting off the ground. They had been around in various forms for many years with the difference being the technology. Now with gated entry and my Auto Sentries, and RFID and computers it is simple and easy to have a club. You put a RFID tag on the club member's car and let your POS computer system handle the details. Paid club members have the gate go up and they wash.

Within a short time after I converted to gates, I was installing the RFID equipment and I had a club. Life was good, certainly more interesting and fun than running a traditional full service. I had a club which brought in good money, but I never evolved it in sales to realize the potential.

LPR, A No Brainer

The next big thing that happened to clubs was LPR or license plate recognition. I have never installed it at my wash for several reasons, good and bad, but have wished that I had. Like any new and evolving technology, there have been issues. I think it is very safe to say that LPR is now a mature, sophisticated technology. Every Police Department uses it. In contrast, RFID was and is stable, mature, reliable with the drawback being procedural — data entry and installing an RFID sticker. Having used it for years, the procedural issues exist. If I was buying a new system, I would go right to LPR. It's a no brainer, in my opinion.

But why a no brainer? With LPR the customer can sign up on the pay station screen and instantly become a member. With the right software package he can upgrade, cancel or pause service.

Why do we want a wash club — added revenue. But, in my case there are two additional drivers. The first being weather.

At the Jersey Shore we often have more clouds than customers because of the ocean. Coastal weather is different than what transpires inland by even five or 10 miles. On cloudy days, unless they are in a club, customers do not want to waste their money washing.

The second driver being competition. My small town market offers three express conveyors, all with wash clubs. I want to lock up as much of the market as possible because if I don't, the others will. The desirable cars to wash may be already in a club.

I will admit that although I was an early adapter and strong advocate for clubs, I have never been great at it. My pricing and and onsite signage have always been good. What has been lacking is the sales drive and sales systems. Selling a club requires more effort than just a nice screen image on an Auto Sentry or a few signs.

I have never devoted the sales effort to achieve what I should. There is a lot involved for a single operator. Several years ago, I tried a web and text marketing system but it was not the right one for me. Part of the effort involves having a dedicated part-time or full-time salesperson greeting each customer,

exactly like at a full-service carwash upselling carwashes. I find this concept familiar and mildly amusing. I thought that by installing pay stations and gates I was eliminating front end sales.

Getting back to my opening question. Are carwashes selling clubs or washing cars? I am going to change my answer. Both. Today we have to sell clubs if we want to have cars to wash. Perhaps somewhere on a deserted island there are no other carwashes. That's not our current reality.

This past summer while running a carwash at the entrance to a very busy Jersey Shore island, I noticed changes in the attitudes of customers about carwashing and clubs. My market size increases from 25,000 to more than 150,000 every year for the summer. I have my locals, then I have owners of summer and rental properties and then the weekly renters and transients. Since June, I have been selling clubs to my middle group of property owners, down for the summer. Most of these summer visitors are club veterans from up north who are down during the summer and will weekend visit my area through Thanksgiving weekend. How do I know? Talking with them, plus the alien RFID tags. These people who own second homes at the Jersey Shore are affluent and are familiar with the idea of carwash clubs being the way to go.

Consumer thoughts evolve and change over the years. An example being television viewing. In the '50s and '60s you had TV antennas. Then Cable TV came eventually offering us hundreds of channels for a monthly charge. After Hurricane Sandy when my house was redone, I had cable outlets in all the bedrooms and other rooms installed.

Then the Internet evolved, along with decent WIFI. Both of my now college-age children had me get rid of their cable boxes as they just stream. We are all now just streaming our television needs. We are all happy and I save a large monthly fee. This is an example of societal change.

Carwashing clubs are also part of the changing norms. There will always be customers who will not join a club or only wash once or twice a year and they are always welcome. Their cars may be more of a challenge to clean, but we can handle that. Our traditional and preferred customer is the one who wants to wash at least once a month. The word has gotten out to them that wash clubs save them money. What we need to do is complete the job of marketing to them.

Washing cars is fun. The more cars you wash the more likely you are to sell upgrades, full service, detailing. Just the activity on site brings more activity. Yes, clubs are important.

NC

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



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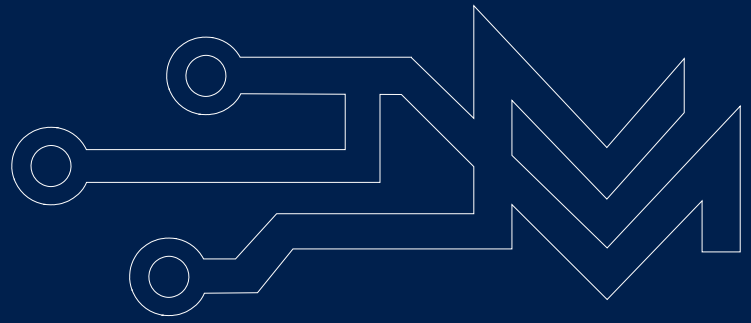


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MICROLOGIC

Towel Selection The Old School Way

By Valerie Sweeney

How do you find the right towel the first time?

Buying online is awesome, and usually hassle free, but if you continue to be disappointed with your online choices, going back to the old style of purchasing may be up your alley.

First, you can always ask for a sample before you buy.

Second, you can attend either a regional or national trade show and look at and feel all your towel options at once. In fact, the Northeast Regional Carwash Convention (NRCC), October 7-9 at the Atlantic City Convention Center is a great place to do that. You can register and learn more at nrccshow.com

Trade shows like the NRCC are a unique opportunity to not only meet a current vendor or a new vendor, but they give you the opportunity to compare many products at once. The Internet is great, but sometimes even the best pictures and descriptions can't accurately show you the true quality of a product. At a trade show you can really touch and feel the product and find the one that works best at your wash.

What to Look For

What type of characteristics are important when purchasing towels? Actually, that will differ from operator to operator. For some, it's purely a price determination. Perhaps the cars come out virtually dry, and you really just need an inexpensive towel to spot dry certain areas. There's no need in paying for a top-of-the-line product if it has limited use in the overall process.

For others, the thickness of the towel is most important. Lighter weight towels weigh less and are easier to handle. They also wash and dry much quicker than a thicker towel, along with also breaking in fairly quickly. The downside is that you have to switch out towels more frequently and may need to have more on hand.

Heavier weight towels will hold more, so you can dry more cars at a time. Usually towels are described by their weight per dozen. If you touch the product in person, it gives you a better sense of what you really want at your carwash.

Size Matters!

What style towel do you want? Terry or microfiber? Huck or bar towels? Microfiber towels are available in many sizes, thicknesses, colors, etc. What's the different between waffle, terry microfiber, glass etc?

Veterans of the carwash business know their options very well. For those who are fairly new to the business, feeling each option can be extremely beneficial. Again, trade shows are a perfect format to do this in a short amount of time.

How plush do you like your towels? Once again, sometimes a picture can't do a towel justice. Holding a towel in your hand and feeling it is the best way to judge if you are going to like it or not (aside from actually trying it out).

Whether you go to the NRCC, the Carwash Show® or another smaller table top event, enjoy spending time with your colleagues. Also appreciate being able to see products in person, whether it's a towel or a new piece of equipment. Learning from each other is truly a gift!

NC



Valerie Sweeney

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

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PRESIDENT'S LETTER

We are now over halfway through 2024 as I write this column, and despite the setbacks and obstacles that seem to be prevalent these days, carwash owners, operators and vendors still have many reasons to be optimistic. Economic indicators suggest disposable personal income has been consistently increasing and job growth has been higher than it was pre-Pandemic. While specific economic challenges do not appear to be diminishing any time soon, we in the carwash industry will learn to adapt and overcome through our resourcefulness and creativity.

Pennsylvania has been robust with acquisitions and grand openings! A few notables: Cloud10 recently opened their Mechanicsburg site and has Camp Hill, Hatboro and Wilkes Barre on the horizon. Tidal Wave Auto Spa opened their fourth location in Pennsylvania in Washington, bringing their total to 251 sites nationwide. C-K Enterprises acquired Hydro-Spray which will allow them to enhance their market presence and expand their product offerings by integrating Hydro-Spray's expertise in self-serve and inbay automatic carwash systems with CK Enterprises' innovative new technologies and cleaning chemical expertise. And Steel City Wash, LLC, operating as Mr. Magic Car Wash, acquired Coates Car Care based out of Niles, OH, expanding their wash locations to 23.

Mark Your Calendar!

The Carwash Association of Pennsylvania (CAP) is diligently preparing for its upcoming networking events. Members and non-members alike are welcome and encouraged to participate. We're excited to announce that Eric Wulf, CEO of the International Carwash Association, will be our keynote speaker for our annual dinner and tabletop show, Wednesday, September 18 at the Antique Auto Museum of Hershey, PA, speaking on our 2024 Theme: The State of Today's Car Wash Industry.

We also look forward to awarding the Pennsylvania Carwasher of the Year, Ed Hollinger, of Sundance Car Wash and Laundromats at this year's event. The day after the dinner and show, we hope you'll join us on the greens for some friendly competition and networking on September 19 for our CAP Picnic & Golf Outing at the Cumberland Golf Club in Carlisle, PA.

For more information on our upcoming CAP events, membership and more, please visit www.pacarwash.org. And don't forget to register for the East Coast's only BIG trade show, the Northeast Regional Carwash Convention (NRCC), October 7-9, at the Atlantic City Convention Center! Last year's event was a record-breaking year with 386 exhibits and the

highest number of attendees in the event's 33-year history. You can visit nrccshow.com to register and learn more.



Dave Edwards, CAP President

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SEPT

18

Antique Auto Museum
Hershey, PA
5:00PM-8:00PM



ANNUAL DINNER & TABLETOP SHOW

Keynote Speaker: Eric Wulf
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Carwasher of the Year: Ed Hollinger
Sundance Carwash & Laundromats

SEPT

19

Cumberland Golf Club
Carlisle, PA
9:00AM



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7-9

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To register for CAP events, or for more information on the Carwash Association of Pennsylvania, email executivedirector@pacarwash.org or go to www.pacarwash.org



CAP Board Members Alec Hedman & Scott Soisson and CAP member Luke Smith supporting the Sheetz for the Kidz Golf Tournament at Kiawah Island Golf Resort in May



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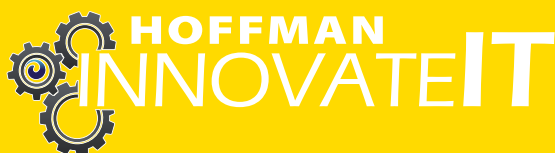
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*deceased

PRESIDENT'S LETTER

Fall is here and so is the Northeast Regional Carwash Convention (NRCC) in Atlantic City, October 7-9. This year the Car Wash Operators of New Jersey (CWONJ) is the proud host of the 34th NRCC. And the show's educational line up is the best yet. One of the most popular seminars is the Virtual Tour on Monday afternoon. You want to get there early to get a seat. Four unique carwashes from all over the country are filmed and toured "virtually" while a representative from the carwash will narrate and explain how their operation runs. It's such a great opportunity to learn from what other operators do! I always come home with several ideas I can implement at my wash.

There are a variety of seminars that touch on different topics from our traditional Early Bird with an emphasis on marketing this year, to a return appearance from Chris Brown on recharging your Unlimited Program to a state-of-the-industry discussion with two experts from Bank of America. This year we even have a "Manager Specific" program facilitated by JoAnna Brandi called "8 Ways to Becoming a Magnetic Manager." Make sure you register your managers and managers-in-training for this outstanding seminar.

Our Keynote Speaker this year is Will Guidara, a Michelin Star restaurateur, author of "Unreasonable Hospitality" and he even had the FX series "The Bear" loosely based on his story.

And on the last day of the show we have Louie Gravance, a customer service guru and former training designer for Disney, who will share his insights on how to make the Disney service concept work at your wash.

Trust me, there's a seminar for everyone. And, they are all going to be outstanding!

Go Big or Go Home!

Of course we can't forget the exhibits. The NRCC show floor has really grown in the past few years. In fact, we grew out of our space last year and have added 29,000 square feet to our existing 84,000 square foot footprint. With the additional space this year the 2024 NRCC show floor will be the largest in its history. Don't miss this year's event. Its going to be great and full of take-home value for everyone!



Dino Nicoletta, CWONJ President

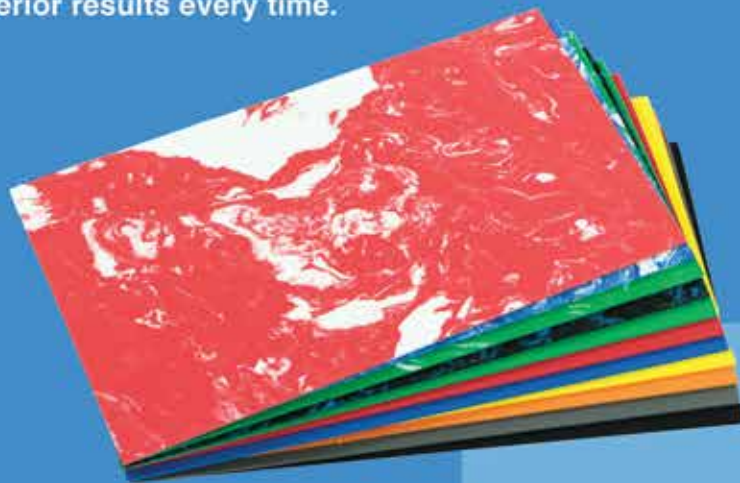
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Tarnofsky's Passion for Industry Palpable

By Tiffany Kjos

Mark Tarnofsky pours a lot of love into his carwashes, and he gets a lot in return.

The owner/operator of Express Auto Spa has seen many things in his 32 years in the industry, but one of the most gratifying is how customers respond when he transforms a full-service wash into an express. "You know how many times I've heard, 'I'm not coming back. You don't vacuum, you don't do the inside'? And then there's that customer coming back buying a monthly subscription. We almost chuckle at this point because we've seen it so many times."

Tarnofsky doesn't just redo carwashes and expect people to show up — he works at it. "We are very in tune with everything we do. Everything's pretty well thought-out, from marketing down to what equipment is in the carwash. We look at everything."

Backed by a group of family and friends as silent investors, Tarnofsky has purchased four full-service washes and turned them into express washes on Staten Island and in Jersey City, Iselin, and Toms River, NJ. The Express Auto Spa at 1367 Route 70 in Lakewood, NJ, is his latest project, an impressive, multi-profit center with an oil change and loads of new technology.

It is Tarnofsky's first foray into flex-serves, and he's pleasantly surprised at how well it's working. "We did a



soup-to-nuts renovation and I'm very proud of this place, I really am," he said. "We took this place to almost new. The walls are the same and the brick is the same on the exterior, but even that got painted."

Tarnofsky ran the Lakewood wash as-is for about five months after buying it in 2022, then shut it down and began the massive, three-month makeover, using space on the ample site to accommodate pay stations and 14 Vacutech vacuum drops. He added a solar system and security cameras and refreshed the oil change waiting room/retail space. The wash features a four-bay oil change, four flex-serve bays, NCS chemicals, Micrologic controls, and its distributor is Service

David and Mark Tarnofsky.



A rendering of the first Express Auto Spa in Colts Neck.



This aerial shot gives you a great perspective on the site's layout.

One Installer. “We renovated the tunnel down to literally concrete. And we put in a Motor City tunnel from beginning to end, so it’s a completely new tunnel,” said Tarnofsky. “It’s a 139-foot rear-pull conveyor, and the actual inside is 119 feet.”

The only thing that stayed the same was the building. “We had to work with the inside, the structures, because if you start taking down exterior walls then you’re going to have to have building permits — it becomes a whole other thing,” he said.

The wash reopened last December and the results in terms of number of customers have been astonishing, according to Tarnofsky. “It’s just better than we could have ever anticipated. It really has surprised all of us. We didn’t know that it would blow by everything that we thought it would, and that’s why we’re excited,” said Tarnofsky, who attributes the Lakewood wash’s success to, among other things, traffic patterns, easy access from the highway and minimal nearby competition.

Continued on p. 70 ...

The Personality of Unlimiteds

By Tiffany Kjos

If there’s a secret to David Tarnofsky’s success at promoting Express Auto Spa’s monthly subscription program, it’s his personality. “David is absolutely amazing at selling,” said Dino Nicoletta, president of Car Wash Operators of New Jersey — but of course there is more to marketing than that.

“When I hand them a brochure, 10 people a day will say, ‘Wow, you’re a great salesman.’ I say, I appreciate the compliment, but I say the numbers are what they are, you are actually going to pay \$22 instead of \$28 for a Platinum wash, and if you need a wash tomorrow, that gate is going to open for free. It’s up to you how much you’re going to use it, or if you’re not,” Tarnofsky said.

Customers often remark, “Well, that sounds like a no-brainer,” Tarnofsky said. “So it sells itself to a degree, but it’s how you present it. My strategy has always been to first ask them what wash they want, and then I just get into the numbers and make it very clear how much better off they are with the membership. Sometimes the customer will say to me, ‘What’s the catch?’ I say, ‘There really is none.’”

Unlike with some Unlimited programs, there is no obligation and no commitment. “We don’t lock you in. It’s month to month,” Tarnofsky said. “Our whole theory is, with our retention numbers and how good the wash is, which the numbers validate, they’re going to end up keeping the Unlimited, so it’s really just a matter of getting them signed up.”

If people want to cancel their membership, they can call or text a phone number, but relatively few people do, he said. “Our numbers reflect a very low churn, and that’s because the product and service speaks for itself,” said Tarnofsky’s dad, owner/operator Mark Tarnofsky, who has been in the industry for 32 years.

David Tarnofsky can generally tell if someone will go for the Unlimited program, and if they’re not interested he doesn’t pressure them. “To be honest, with how long I’ve been doing this I



David Tarnofsky greets a customer at the Express Auto Spa site in Lakewood. Noted as a skilled salesperson, he attributes much of his success to the math in selling Unlimiteds.

can actually confidently say — based on whether it’s age or whatever the case may be — I know nine out of 10 times if they’re going to sign before they even drive up,” he said. “But I still present it to them that the half off the first month is always available if they want to try it, and a lot of them do come back.”

Tarnofsky works at almost every location at some point each week, depending on the day. “Saturday’s our busiest day, and if there’s a particular location where we really want to have a huge day there, it’s imperative I be the one to be there.”

With five Express Auto Spas in New Jersey and New York, and more coming, another selling point is that customers can use their membership at any site. “A lot of our customers really enjoy that,” said David Tarnofsky.

“I remember early on once we knew we were going to start adding more washes, me and my father had that conversation. I broached it to him, and we agreed that that was a really good idea. It’s a really nice extra option.”

Customers also get a discount for adding a second car to a membership, which Tarnofsky said is very common. “I kind of phrase it to them like buying in bulk, buying at a discount basically.”

Unlimited Convert

Express Auto Spa launched the Unlimited program about three years ago with some reluctance from Mark Tarnofsky, who is delighted by its popularity. “Probably like every old timer from this industry, it took a lot to get me onto this monthly program. And now I can’t see there’s any other way than to do this. It takes seasonality out of the equation, and it takes weather out of the equation,” Mark Tarnofsky said. “If we have four straight days of rain, my revenue is fine.”

NC

Tiffany Kjos is a freelance writer from Tucson, AZ.



CWONJ Awards Three Scholarships

The Car Wash Operators of New Jersey (CWONJ) have awarded their 2023 Scholarships to Madelyn Detz, Lara Sause and Stanley Strycharz. All three candidates displayed exemplary scholastic and extra curricular efforts, according to Dan Saidel, CWONJ Scholarship Chairman. They all received \$1,000 scholarships toward their education.

Madelyn Detz has been co-captain of her Varsity softball team for the last two years, as well as secretary of the National Honor Society, a member of the Varsity Club, Prom Committee, Spanish Honor Society and the Respect Life and Civitas Clubs. She is planning to major in Early Childhood Education at Juniata College in Huntingdon, PA, and has spent the past two summers as a Day Camp Counselor. Her father has been an employee with Kleen-Rite Corp., Columbia, PA, for more than 20 years.



Lara Sause plans to major in nursing at Southern Connecticut State University in New Haven, CT. She received her Certified Nursing Assistant (CNA) certification and plans to devote her life to helping others. She has a strong commitment to service and has volunteered with special education students both in and out of school, demonstrating empathy, patience and a genuine desire to make a positive impact, according



to her school counselor. She also did a clinical rotation at Regency House Health and Rehab Center in Wallingford, CT, in geriatrics further highlighting her ability to excel in demanding and compassionate roles. Lara also cheered all four years of high school and was her team's senior captain. Her father is a partner in Cloud 10 Smartwash, Sewell, NJ.

Stanley Strycharz excelled in soccer during his high school career where he earned the Coventry High School's Patriot Award, was Boys Soccer Captain, All-Conference Player in 2021, 2022 and 2023, All-State Player in 2022 and 2023 and All-New England Player in 2023. He plans to major in Marine Biology at Roger Williams University in Bristol, RI, in the fall. According to Stanley, he has always been passionate about the marine and aquatic ecosystems, as well as the health and anthropogenic factors that are caused by our everyday lives. To Stanley, the ocean is more than just water. It is its own world that provides food, adventure, exercise and regulates our climate. He spends his time away from the soccer field and classroom working at an aquatic pet store where he has learned to communicate with the public and solve problems. Stanley's mother has worked at Kleen-Rite Corp., Columbia, PA, since 2018. **NC**



Information on the CWONJ's 2025 Scholarship will be available in early 2025.

Tarnofsky's Passion for Industry ... *continued from page 69*

Added Attention at the Exit

For customers, part of the allure of this site is how well Express Auto Spa manages the particulars, including having two employees dry vehicles as they exit the tunnel. "Even though we have (Motor City) Dry N' Shines and I have 11 blowers in the tunnel and the car comes out almost 85 percent dried, there's those areas by the side-view mirrors, the back license plate, and the front grill that always have water on them. We believe that, for a little bit of labor, having the dryers separates us in the express arena and that the cars come out a little bit better."

Bullish on Oil Changes

The oil change service is also a big draw, and offered at the Jersey City and Toms River Express Auto Spa locations, as well as Lakewood. Tarnofsky renovates the oil changes along with the carwashes. "We love the oil change business. We think it's a great profit center. If I could put them in all locations I would," he said. "It makes up a good percentage of our gross revenue."

Tarnofsky markets the wash and oil changes through social media, mailers, flyers and special promotions. Lakewood, for example, has a heavily Hasidic community. "So we did a Pass-over program, a special cleaning package, which worked out to be absolutely fantastic for us," said Tarnofsky. "We did it by

appointment only: 30 minutes of working on just the interior. It was \$120, which included a Platinum carwash. Over the two-week period, I think we did 260 or 280 cars. It was very successful, and next year we expect it to be even bigger."

Welcomemat Partnership

Express Auto Spa works with a company called Welcomemat, which ties into Micrologic to determine what social media platform works best at each site. "Whether it's Facebook or Instagram or TikTok, we find that each location has something that works better than the next. For example, Jersey City may be much more into Instagram, yet Lakewood is much more about Facebook," noted Tarnofsky.

Knowing which amenities are important and how to attract customers is a result of the more than three decades of experience he has gained since getting into carwashing in 1992 with his father, Larry, and Dino Nicoletta, who remains a close friend and business associate. Nicoletta is the current president of the Car Wash Operators of New Jersey.

Tarnofsky was a manufacturer of women's clothing in New York's Garment District and Larry Tarnofsky and Dino Nicoletta worked selling women's apparel in the same building, until Larry retired.

Continued on p. 73 ...

DIAMOND
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Carwash Weekend Raises Nearly \$14,000 For Children's Specialized Hospital



The Car Wash Operators of New Jersey (CWONJ) again teamed up with the Children's Specialized Hospital to raise money for the outstanding work of the hospital and its mission May 3-5, said Doug Karvelas, event chairman. "Our association has been raising money for Children's Specialized Hospital for 18 years and contributed nearly \$100,000 prior to this event," he said. "We were able to raise \$13,770 and I'm thrilled with that."

The three-day event encouraged CWONJ members to contribute a percentage of their proceeds to the effort or a straight donation. "Children's Specialized Hospital Foundation is so grateful to the CWONJ for rallying behind our incredible cause to change local kids' lives," said Jill Butterfield, Program Officer, Children's Miracle Network Hospitals. "The CWONJ Campaign in May raised \$1,000 more than it did last year! We're excited to continue our partnership to continue providing access to the exceptional care Children's Specialized Hospital provides."

Participants were provided with signage for the register and pay station, as well as a Miracle Child poster to help promote the event. Feather flags and Windmaster sign inserts could also be purchased for a nominal fee.


The association will also be donating its proceeds from The



Participants of the event received this Miracle Maker Award certificate.

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Children's Specialized Hospital 22nd Golf Outing on August 5 at Suburban Golf Club to the hospital. "We anticipate giving the hospital another \$7,000," said Karvelas. "We have very generous members and sponsors who always step up to the plate." **NC**



15

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Tarnofsky's Passion for Industry ...

continued from p. 70.

The Tarnofskys and Nicoletta settled on a wash at 1505 John F. Kennedy Blvd. in Jersey City, and revamped it. "As a passive investor I used to come there on weekends or on days off, like holidays, because the carwash was always open except Christmas, Thanksgiving and New Year's, so I would love to go," said Tarnofsky. "I just thought it was unbelievable, and I've stayed in it ever since."

Not only has he stayed in it, he continues to move forward, and fast. "Within the next 12 months we'll be between a total of 13 and 15 washes with deals that are under contract," Tarnofsky shared. That includes one under construction in Colts Neck, NJ, seven others in New Jersey, and one in New York.

The Colts Neck location will be the first Express Auto Spa with hand washing and is also the first wash Tarnofsky is building from the ground up. "It's an affluent neighborhood and there are a lot of expensive cars there. There are a lot of Bentleys and Ferraris in that area, and we feel it's going to be a very big revenue stream to have the hand wash there," Tarnofsky shared.

Although he and Nicoletta no longer own carwashes together, they still collaborate, and the Colts Neck location is an example of that. Nicoletta found the Colts Neck site several years ago and had it zoned for a full-service wash, but ended up offering it to Express Auto Spa, which entered into a long-term land lease with the owner of the property. "I said, if you want a flagship location this is it, but it's ground lease only," Nicoletta said.

The process of modifying the site from full-serve to flex took years. "The approvals had expired, plus it was zoned as a full-service carwash, which is not our model," Tarnofsky added. "We're an express model. So we went through all the proper channels, and it took us close to three years from that time to get a shovel in the ground and change it up to the express model."

One of the town's concerns was the noise level and look of the self-vacuums. "The good news is, it is a commercial area. It's not like there's residential, but there's still some shopping areas with a preschool so they wanted to make sure the noise level was not extremely loud — and of course the newest stuff from Vacutech has mufflers that keep them really quiet. They were blown away when we gave them the decibel levels, by how quiet they are," said Nicoletta.

And being a horse community, the design of the wash had to fit in with the surroundings according to town code, Nicoletta added. "We made the carwash look like a barn, and that barn is actually on a corner of my home because I live in Colts Neck. I took a picture of my barn and sent it to the architect and said, make the carwash look like this."

The Colts Neck wash is expected to open later this year, another of many milestones for Tarnofsky, who at 62 figures he has at least another 10 years in the business. "I can't retire — I would go crazy. I need something to do. How many days a week can I play golf?"

NC



Tiffany Kjos is a freelance writer from Tucson, AZ.

Tiffany Kjos

Standout Washes, Succulent Lunch Highlight 23rd Annual Wash Tour

MATAWAN, NJ — The Car Wash Operators of New Jersey's 23 Annual Carwash Tour, May 29, which started out here, visited three unique locations on a picture-perfect day. A full bus of attendees, sponsored by Motor City Wash Works, first traveled from the Judy Blume Service Area on the Garden State Parkway to Glow Express in Matawan. Owned by Leon Beyder, the 90-foot express featuring MacNeil equipment, 11 Vacutech drops, NCS chemistry and Micrologic controls packed a big punch in a small amount of acreage. With vacs in two locations on the property, the site's creative layout and colorful design was inspiring and efficient.

Next up was the new Team Car Wash in Morganville. The express exterior with Motor City equipment, Simoniz chemistry, DRB controls and 14 EuroVac drops features an 87-foot STI belt conveyor. Not only is this site eye catching, but it's packed with innovation and a modern design. The busy site opened in August of 2023 and is owned by Tom Fuller.

Attendees then broke for an outstanding lunch at Café Luna

in Old Bridge. In addition to several appetizers and salad, the group enjoyed pasta and a choice between chicken marsala and salmon before capping off the lunch with Nutella pizza. Lunch was sponsored by NCS.

The last wash on the tour was the all-encompassing Express Auto Spa of Lakewood in Lakewood. The retrofit exterior with four flex-serve bays boasts a 165-foot conveyor equipped by Motor City/Service One Installer, 14 Vacutech drops, a two-bay oil change, NCS chemistry and Micrologic controls. The site is owned by Mark Tarnofsky.

According to CWONJ President, Dino Nicoletta, "I couldn't have been more pleased with the outcome of our tour today. We got to visit some extremely impressive sites and had a lunch you won't find on many carwash bus tours. Thanks to Motor City and NCS for helping us make this a standout day and another great CWONJ event."

For more information on the CWONJ and registration forms for future events, visit cwonj.com.

NC

Continued for wash photos on pages 76-81 ...



CWONJ President Dino Nicoletta conducted a brief membership meeting before breaking for the outstanding lunch.



The group enjoyed a succulent lunch at Old Bridge's Cafe Luna sponsored by NCS. The meal included several appetizers and salad, pasta and a choice of chicken marsala or salmon topped off with a Nutella pizza dessert.



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Glow Express, Matawan

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Matawan's Glow Express packs a powerful punch in a small footprint.

Patriot Car Wash's Ricky Esses points to a drum while talking with NCS' Ryan Gallagher in the equipment room.



The wash's street signage is eye-catching.

The wash's street signage is eye-catching.



Auto Shine's Amin Khalifa strikes a handsome pose!



Team's Gerry Barton and Broad Street's Doug Karvelas soak up the picture-perfect tour day.



The Clean Ride's Bill Howell and Magic Wash's Doug Rieck catch up.

Glow owner Leon Beyder and NCS' Brett Hudson.





Team Car Wash's Tom Fuller and Washhounds' Brad Levie and Chris Blazon.



Mast Solutions' Kevin Mast.



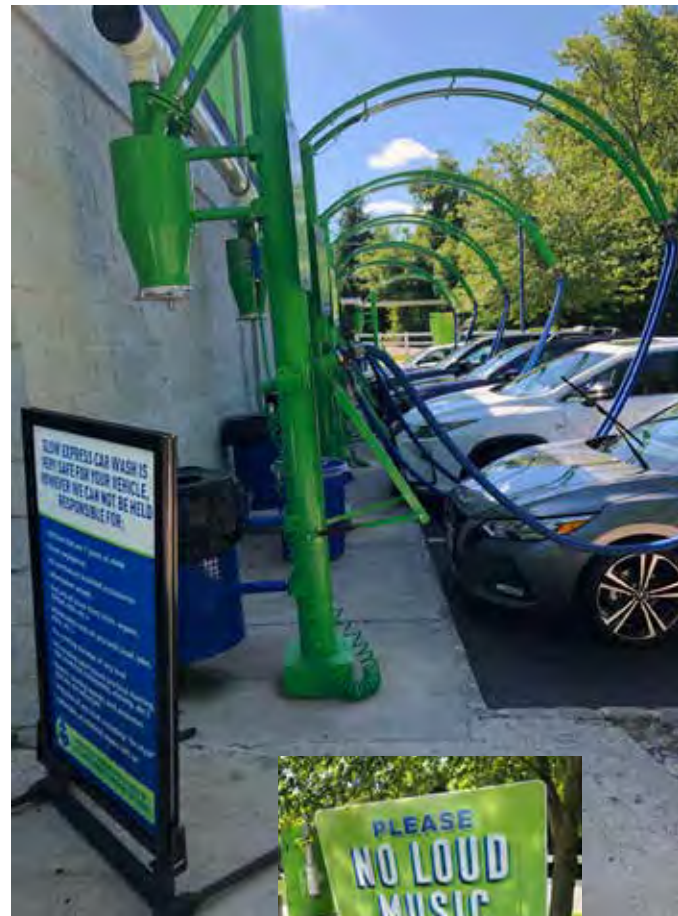
The colorful menu makes wash selection simple.



It's a bit tricky making free vacs work on the small site but effective signage like this helps train the customer.



Hats off to event sponsors Motor City Wash Works (Bus Tour) and NCS (Lunch Sponsor).



More and more we see signs like this encouraging respectful vacuuming.



The site features a Motor City Wash Works Dry N' Shine unit.

Team Car Wash, Morganville



This attractive site also features a Motor City Dry 'N Shine unit and plenty of innovation.



The eye-catching blue and orange company colors is carried through to its street signage.



The express site opened in August of 2023.



Team Car Wash in Morganville features a belt conveyor.



Cloud 10's Steve Sause, Jason Jorge and Nick Mandell.



The wash lists what it is not responsible for including vehicles more than 10 years old.

Team Car Wash owner Tom Fuller gave attendees the lowdown on the new site before everyone jumped off the DeCamp chartered bus.



Pelican Car Wash's Unge and Richard Bokman, NCS' George Ribeiro and Wash Hounds Chris Blazon.

*New CWONJ members
Martin De Los Santos
and Jorge Ramirez of
Magic Mex Installers Co.*



The site features DRB gates and controls.



I don't think I've ever seen a tip container quite like this one, but it works while sporting the Team colors.

This site also asks its customers to limit their vacuuming to 10 minutes while also not smoking, listening to loud music or opening their hoods.



*The site boasts
14 EuroVac drops.*

*The innovative wash is also
striking in its design.*



*The express features Motor City equipment,
Simoniz chemistry, DRB controls, EuroVac
drops and an STI belt conveyor.*



Team Car Wash is the official Car Wash of Rutgers Athletics which is proudly displayed at all locations.

Express Auto Spa of Lakewood, Lakewood



The retrofit exterior is owned by Mark Tarnofsky in Lakewood.



The multi-profit center site features a strong Unlimited Club and makes it easy for them to find their lane.



One of the added profit centers on the site is a well-maintained lube.



The site boasts a 165-foot conveyor equipped with Motor City/Service One Installer, NCS chemistry and Micrologic controls.





The site features a flex-serve option.



The site boasts 14 Vacutech drops.



The benefits to being an Unlimited Pass member is there in black and white in this attractive signage.



Prior to getting off the bus to tour the site owner Mark Tarnofsky educated attendees on the history of the site.



The site's signage encourages only a 10-minute use of the vacs.



Express Auto Spa of Lakewood owner, Mark Tarnofsky, took the time to walk through his wash with more than 50 attendees.



Former partners and friends Mark Tarnofsky and Dino Nicoletta.



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

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PRESIDENT'S LETTER

I am delighted to share with you the progress and achievements of our association. It brings me great pleasure to report that we have seen an increase in our membership numbers, reflecting a growing interest and engagement within the carwash industry in our markets. This influx of new members not only strengthens our community but also underscores the relevance and importance of our association in advancing the interests of carwash owners and operators in the mid-Atlantic.

In addition to expanding our membership base, I am thrilled to announce that our association has been diligently working on an exciting and innovative networking event, set to take place at Dominion Raceway on September 17. This event promises to be a highlight of the year, offering our members a unique opportunity to network, learn and experience firsthand the thrill of driving on a raceway. Attendees will indeed have the option to take their own cars out on the track, guided by a pacer car! Following the networking portion of the program, Rinsed, a software company designed for carwashes and partnering with 2500 carwashes nationwide, will host a customer panel to provide insights on how CRM's can be used to enhance the customer experience, grow and retain memberships as well as analyze data to develop actionable insights and metrics. We will also have Heather Courtney, Northeast Regional Carwash Convention (NRCC) Show Coordinator, at the event. Heather will provide an insider's view on how to get the most out of the NRCC.

As we look ahead to the remainder of the year, our focus remains on providing valuable resources, fostering collaboration, and advocating for the interests of our members in this dynamic industry. We are committed to continuing our efforts to enhance learning opportunities and are working on a webinar series for owner/operators.

We look forward to the active participation and support of owners, operators and business partners who are instrumental in driving our association forward, and we are excited to see you at Dominion Raceway in September and at the NRCC, October 7-9 at the Atlantic City Convention Center. Thank you for your continued dedication and involvement in the Mid-Atlantic Carwash Association.



Tom Morris, President, Mid-Atlantic Carwash Association

**Check mcacarwash.org
for upcoming event details!**

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Revving-Up the Carwash With the MCA

By Rahel Rosner

The Mid-Atlantic Carwash Association (MCA) has been working hard on expanding its program offerings. Our association's next event, "Revving-Up the Carwash," September 17, will provide owners/operators and car enthusiasts an opportunity to come together for a unique blend of excitement and industry insights. Held at the iconic Dominion Speedway, in Thornburg, VA, attendees will have the exclusive opportunity to race their cars on the track, experiencing the thrill of speed firsthand. This event isn't just about the adrenaline rush, however, it's also a prime opportunity in which to network with peers, share ideas and build valuable connections in the carwash industry.

The highlight of the event will be a comprehensive program designed to enhance both customer experience and bottom-line



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revenue through innovative membership strategies. Thomas D'Eri, COO of Rising Tide Carwash, and Hiten Patel, owner of Raceway Carwash, will lead a dynamic panel discussion on the latest industry trends and best practices. Additionally, Heather Courtney, Northeast Regional Carwash Convention (NRCC) Show Coordinator, will provide an insider's perspective on maximizing the value of attending the NRCC. She will offer tips and strategies to make the most of the 34th NRCC at the Atlantic City Convention Center, September 7-9. You can register for the NRCC

at nrccshow.com. Registration for the MCA's event is also online at mcacarwash.org and everyone is welcome! This will be our last event until January when we will feature a webinar series (each webinar will be 20-30 minutes long, to the point with actionable take-aways) and will include topics as varied as non-traditional financing sources for carwash acquisitions, the chemistry behind cleaning (low and high ph), and staffing strategies. **NC**

Rahel Rosner is the Executive Director of the Mid-Atlantic Carwash Association. You can reach her at info@mcacarwash.org

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www.mccarwash.org
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- WHY:** Fabulous program, once in a lifetime opportunity to race your car (with a pacer car) on a track, amazing Southern food and drinks and a great opportunity to network and share information.
- WHEN:** September 17th from 4:30 pm - 8:30 pm. If you are registering to race your car on the track, you need to be there by 4:00 pm.
- COST:** \$20 per person (includes dinner and cash bar) if registering to take your car onto the track, there is an additional cost of \$35/car which must be paid in advance.
- WHERE:** Dominion Raceway and Entertainment
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NRCC Northeast Regional Carwash Convention
October 7-9, 2024



Greenhill Reopens Middletown Site After Renovation



Greenhill Car Wash, Wilmington, DE, has reopened its Middletown Express following extensive renovation and expansion, according to a company press release. The renovated site now features a new Belanger express tunnel with license plate recognition (LPR) from ICS allowing club members to use their monthly membership for a tunnel wash.

Greenhill has six locations in Delaware and members can now use their membership at five locations for one low monthly fee. The express location also has three self-serve bays and a frictionless inbay that is open 24/7.

The latest expansion adds to Greenhill's existing locations in Middletown. The original Middletown site is at the Levels Road toll road exit. The Middletown Express location is in an Opportunity Zone at 299 East Main Street and



the company was assisted by the Town of Middletown and the State of Delaware in the project. All Greenhill locations are locally owned, said the release.

NC

For more information visit greenhillcarwash.com

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PRESIDENT'S LETTER

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Executive Director: Jack Hutson, CAE

necarwash.org

Hello fellow carwashers! Greetings from the New England Carwash Association (NECA). I hope this message reaches you well. Like myself, many of you may be planning to attend the 34th Northeast Regional Carwash Convention (NRCC) in Atlantic City, October 7-9. I am looking forward to a great event, mainly for the thought-provoking education sessions, seeing what's new on the expanded show floor, sharing stories with carwash friends and hopefully meeting new people.

The NECA has been having another exciting year and we are fresh off our record-breaking Car Wash Bus Tour and Vendor Showcase. On behalf of the NECA, I want to thank and recognize the hospitality of ScrubaDub Car Wash, Splash Car Wash and Herbie's Car Wash for opening their doors to our association. Three buses hauled approximately 130 carwashers around the South Shore, onto their lots and into their back rooms. We viewed three very different style washes, and were able to understand and see first-hand that there are multiple ways to successfully wash a car. We were fortunate to see a brand new stand-alone express exterior carwash (Splash Car Wash), a 70-year-old carwash converted into a flex-serve including an interior cleaning building with 100 feet of conveyor belts and a six-person team capable of detailing 22 cars per hour (ScrubaDub Car Wash), and a tunnel wash converted from an in-bay automatic, with tried-and-true operations that puts out an extremely clean car (Herbie's Car Wash).

This was all followed with cold drinks, pizza and a seafood bar at the Boston Winery in Dorchester. Our association has always been a partnership between operators, suppliers, manufacturers and vendors who all share the common goal of improving the carwash experience for our customers. This partnership was on full display as many supplier members helped sponsor the event including Autowash Maintenance, DRB, Rinsed, GreenEdge Technologies, AutoWash Technologies, Car Wash Pros, Mast Solutions, NCS, Simoniz, Bay State Sewage, Micrologic and Ver-Tech Labs. We truly could not fulfill our mission without your financial support and passion for our industry.

Scholarship Fund Increases

Throughout my experience of working with the NECA, I am impressed by the dedication to the community. NECA provided \$6,000 in scholarships to members and their families this year. I would like to show respect and thanks to the Board of Directors who unanimously voted to increase the annual Scholarship fund from \$3,000 to \$5,000, the family of carwash legend, Tom Rando, who annually donate to the fund, as well as Paul Vercollone of Briteway Car Wash and Dave Ellard of Triple Play Car Wash who both personally pitched in so that there would not be any rejections of eligible applicants this year. I can't think of a better example of what a strong community looks like, and it makes me proud to be part of such an amazing association. Please make sure to apply for a \$1,000 educational scholarship next year if you or a direct family member is applicable.

If you haven't joined the NECA yet, now is the perfect time. Don't miss out on remaining events this year. Thank you for reading and being a part of this very special community. Make sure to say "hi" if you see me at NRCC!



Jeffrey Katseff, NECA President

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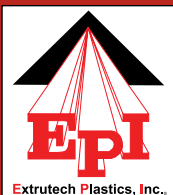


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Look for a recap of our Sept. 16 Charity Golf Outing in the Winter 2025 issue!



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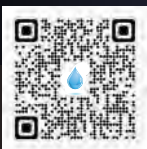


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ScrubaDub Opens New RI Site

ScrubaDub, Natick, MA, has opened a new exterior wash in Coventry, RI, according to a company press release. The newest facility is eco-friendly with an innovative design and customer-friendly flat conveyor belt for ease of loading. "As part of our commitment to customer satisfaction, every visitor enjoys ScrubaDub's renowned complimentary offerings including pretzels, stickers for kids, dog treats and access to our Satisfaction center for those final finishing touches," said Mathew Paisner, director of business development. "All ScrubaDub services are backed by our 100 percent Satisfaction Guarantee."

A ribbon cutting was held on May 17 and hosted by the Central Rhode Island Chamber of Commerce, as well as a customer appreciation event on July 13. "As a third-generation family business, we look forward to providing the Coventry, Rhode Island, community with the highest quality carwash experience," said Danny Paisner, president of ScrubaDub. **NC**



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NECA Bus Tour '24 Packs a Punch, Braves the Heat

The annual New England Carwash Association (NECA) Bus Tour filled nearly three buses and weathered 90-degree temperatures for a great day of carwash touring. The event was capped off with heavy hors d'oeuvres and spirits at the Boston Winery.



The Boston Winery on Ericsson Street in Boston was created by wine pioneer and vintner Raffaele Bruno in 2006. Bruno grew up in Abruzzi, Italy, crafting fine wines with his forefathers.

Attendees were treated to heavy hors d'oeuvres and adult beverages after the tour. A handful of vendors also exhibited including Bay State Sewage Disposal, Micrologic, Rinsed and Ver-Tech. Ver-Tech was also the Dessert Sponsor.



ScrubuDub

The first site on the tour was the most diverse and historic. ScrubaDub in Quincy, originally Minit Man Car Wash built in 1949 before becoming Quincy Carwash, was purchased by the Paisner family in 2018. The site was run as an express for its first year as a ScrubaDub facility. It is one of the first tunnel carwashes in New England.

In 2019-2020 the family completed the extensive conversation of the site to a flex serve, during COVID, and reopened it in January of 2021. The extensive renovations were down to the studs in both buildings. According to Bobby Paisner, "It was difficult as a result of having to conform to FEMA (Federal Emergency Management Agency) flood zone requirements which included reinforcing all of the walls with rebar, painting the outside of the building with clear waterproof sealant, adding flood vents to the entire building to let water out if it ever came in and raising all electrical equipment and motors at least 2' off the floor," he said. FEMA's only concession was making an exception for the conveyor motor. "It took a while to negotiate these conditions as the FEMA guidelines only

addressed commercial buildings where their mandate is to prevent water from entering the building, and not carwashes where we have no issues with water inside the building."

The carwash building was converted from a passenger side chain and roller conveyor to a Tommy Car Wash Systems/AVW belt. The interior building had been used as a detail shop and was converted into an interior cleaning facility with a 20-foot loading belt and an 80-foot cleaning belt, with a six-man crew capable of cleaning 22 cars an hour.

The site uses DRB, with two lanes and XPT's. Ninety percent of the equipment is Tommy/AVW with an Hoffman innovateIT wheel blaster. All equipment is electric with no hydraulics. The site features Simoniz chemistry and Tommy vacs for Unlimited Membership users. The system was developed in-house with ScrubaDub's tech team.

The onsite sponsor was Autowash Maintenance's Bob Keane. Autowash Maintenance Corporation was also one of the Tour Bus Sponsors along with DRB and Rinsed.

This extremely busy site also housed a lunch sponsored by Green Edge.

New Splash Express

The second site to tour, owned by Mark Curtis, was a brand new Splash Car Wash in Randolph. Built in 2023 and opened in 2024, the site features a 150-foot MacNeil-equipped tunnel with free Vacutech vacs. Unique to the site is Petit touchless tunnel equipment and the Accutrac XR to aid in cleaning the front and rear of a vehicle to reduce labor. The site features Micrologic controls and a Sergeant Sudz MCC. In addition to the free vacs, customers can use the site's mat cleaning room.

The onsite sponsor was Mast Solutions' Kevin Mast and NCS' Brett Hudson.

Herbie's Car Wash

The final stop brought the tour to Herbie's Car Wash in Weymouth owned by Derek Mourad. This facility has transformed from an inbay automatic site to a frictionless tunnel. After the conversion the site reopened in January of 2023 featuring Simoniz chemistry, including Ceramic. The facility uses all fresh water and the majority of its equipment is Peco, with the exception of a Sonny's conveyor and blower. DRB provides the POS and controller.

A unique feature of this tunnel is the fact that no pay stations are used; just gates. All payments are made at the tunnel entrance and on busy days tablets are used to presell the line and the gates manage the queue.

Another interesting characteristic of this site is that they run an express wash with heavy labor to prep all the cars with high-pressure prep guns, then hand mitt the car before it is sent through the tunnel and then towel dried at the exit. One way to



Jimmy Bridges with NCS, Tom Whited with Mast Solutions, Sam Jones with Micrologic and Todd Budniak and Brett Hudson with NCS certainly appeared to enjoy their stay at the winery.



Prestige's Ronen, Yossi and Alir Drory relax after a long day of touring.



The father and son duo of Joseph and Ron Campagna take a moment to pose for our camera while enjoying the after-tour event at the Boston Winery.

mitigate the labor cost is by selling Unlimited memberships at a multiple of three to the corresponding wash.

The onsite sponsors were Chris Lindley with Car Wash Pros and Brian Stanikmis with Simoniz.

The group then returned to the Boston Winery with a drink ticket sponsored by Chris Zona of AutoWash Technologies. There were also several Table Top Sponsors including Beau Barnes with Bay State Sewage, Matthew Skaggs with Micrologic, Jacob Azia with Rinsed and Rob Butler with Ver-Tech Labs. **NC**

Continue for NECA Wash Tour photos ...

**The association's next event is its
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ScrubaDub, Quincy

ScrubaDub Quincy is a renovation of the old Quincy Carwash site, which was previously one of the historic Minit Man carwashes of the 1940's and one of the first tunnel carwashes in New England.

This site was acquired in 2018 and ran as an express site for one year as plans were developed. It was converted to a flex serve between 2019 and 2020. The extensive renovations were down to the studs in both buildings. Unique to these buildings are the flood zone considerations, including raised electrical panels and venting throughout the buildings to conform with FEMA guidelines.

The carwash building was converted from a passenger side chain and roller conveyor to a new Tommy/AVW belt. The Interior building had been used as a detail shop and was converted into an interior cleaning facility with a 20-foot loading belt and an 80-foot cleaning belt, with a six-man crew capable of cleaning 22 cars per hour.

The site opened in January of 2021 and uses DRB, with 2 lanes and XPT's. 90 percent of the equipment is Tommy/AVW, with an Innovate-IT Wheelblaster unit, and all equipment is electric, with no hydraulics. Simoniz is used for all chemistry. Tommy vacuums are rigged up to allow for Unlimited members to vacuum for free, and was developed inhouse with ScrubaDub's tech team. **NC**



The site boasts a colorful and modern design.



The Paisner family provided us with this aerial view of the wash.



The prominent street signage catches a motorist's eye on this busy street in Quincy.



A clever use of a parameter fence enables clean, clear signage to be hung as well as privacy through the use of an artificial ivy privacy fence screen. The screen product comes in long rolls that are attached to the chain link. It's not only eye-catching but effective.



Just a couple of Brians! Brian Stanikmis of Simoniz and Brian Messina of Royal T Car Wash catch up while hydrating!

ScrubaDub's Mat Paisner, The Car Wash Pros' Chris Lindley, Car Wash Solutions' Meeghan Sheckler and ScrubaDub's Danny Paisner pose at the tunnel entrance. Both Mat and Danny are past New England Carwash Association presidents.

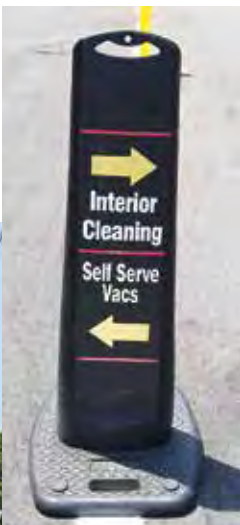




All decked out in their eye-catching ScrubaDub uniforms the team braves the scorching day with a smile on their faces.



A huge shout out to the many tour sponsors!



It's not very big signage, but it works within the confines of the dual lanes and does the job in directing customers to the vacuum area or the interior cleaning tunnel.



Lunch at the Quincy ScrubaDub was provided by Green Edge Technologies, Inc. and beverages were provided by AutoWash Technologies.

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Splash, Randolph

Splash Randolph was built in 2023 and opened in 2024. It features a 150-foot tunnel, MacNeil equipment, and free Vacu-tech vacs. Unique to this site is that the location features Petit touchless tunnel equipment to help clean the front and rear of the car called the Petit Accutrak XR series. It is designed to prep the car without labor. Splash uses a Micrologic POS system and controller, and a Sergeant Sudz MCC. Splash offers free vacuums and a mat cleaning room for all customers, both members and non-members. **NC**



The new express opened in 2024 in Randolph.

Sponsor on site:
Mast Solutions and Kevin Mast and NCS' Brett Hudson

The wash's street signage is colorful and clean.



Having opened recently the wash is still building its customer base with cost-effective pricing.



This eye-catching logo adds a great design element to the wash's exterior.



The wash attendant uses a clever "Forward" sign to better direct customers.



Golden Nozzle's Sam Meagher, Marcus Johnson, Ryan Roberts and Chuck Lundberg take a moment for a group shot.

Car Wash Solutions Meeghan Sheckler and NECA President Jeff Katseff.





The shiny new express features a line of free Vacutech vacs.



The express features an impressive MacNeil top brush in its 150-foot tunnel as well as a Petit Accutrak, Micrologic controls and a Sergeant Sudz motor control center.



Clear, concise entrance signage to educate and instruct the customer.



A great example of an effective retaining wall.



Vinny Porzio and Frank DiTommaso strike a handsome pose.



Sean Meagher, Rich Silverman, Bobby Paisner and Chris Zona.



NECA board members Robert Sanft of Global Partners and Jeff Arimento of The Car Wash Pros take a moment to catch up.

Herbie's Car Wash, Weymouth

Herbie's Car Wash was renovated, previously serving the community as an inbay automatic site. The wash reopened in January of 2023 using all Simoniz chemistry which includes ceramic. This site uses all fresh water and the vast majority of the carwash equipment is Peco, with the exception of the Sonny's conveyor and blowers. The technology and point-of-sale package is from DRB along with its tunnel controller.

Unique to this razed and rebuilt wash is that no pay stations are used, yet gates are. The site takes all payments at the entrance of the tunnel and on busy days they use a tablet to presell the line, and the gates manage the queue.

Another unique feature of this location is that they run an express wash with heavy labor to prep all cars with high-pressure prep guns, then hand mitt the car before the car is sent down the line before it is towel dried at the exit end. One way they mitigate this cost is by selling Unlimited plans at a multiple of three times the corresponding wash.

NC

Sponsor on site:
Chris Lindley with Car Wash Pros and
Brian Stanikmis with Simoniz



The reinvigorated site boasts hand prep and towel drying.



The attractive reface of the site draws motorists' eyes to the site.

At least two of the three sites on the tour featured an impressive retaining wall like this one.



Clean, clear signage makes a wash and package selection easy.



Now that's a great photo and a great carwasher! (Chris Zona from AutoWash Technologies and Fresh Auto Wash)



This site has been transformed from a frictionless inbay to a frictionless tunnel wash.



The group enjoyed checking out the tunnel's equipment package featuring Peco, Sonny's and DRB with Simoniz chemical.



Despite the high temps on the day of the tour these exit end Herbie's employees look cool and ready to send customers off with a dry car.

Gerry Casaletto and Anthony Dierkins from Prestige.



Simoniz USA's Brian Stanikmis and NECA Executive Director Jack Hutson.



Steve Olson with Rinsed and the team from Rojo led by John Shalbey, Jr., Patrick Powers and Johnathon Rodrigues.

A Snapshot of an Historic Wash on Coddington St. in Quincy

ScrubaDub in Quincy has certainly evolved. From its beginnings as Minit Man Car Wash in the 1940's, one of the first tunnels in New England, to today's state-of-the-art multiprofit center it demonstrates the evolution of washing done right. Here's a few photos shared by Bobby Paisner that can paint a clear picture of the site's evolution and significance. The wash is owned by the Paisner family. **NC**



The current ScrubaDub in Quincy was once one of the historic Minit Man Car Washes.



Renovation like this is truly a labor of love but the outcome has been impressive here.



The site later became Quincy Car Wash.



This site's evolution has been nothing short of impressive.



The former Quincy Car Wash detail shop is now an interior cleaning facility with a 20-foot loading belt and an 80-foot cleaning belt.



There's quite a design change in the site's current exit end to the look when it was Quincy Car Wash.



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2	<p>REGULAR WASH</p> <p><i>INCLUDES:</i> Under Car, Rocker Blast, Tire Cleaners, Wash, Rinse, Clearcoat Protection, Spot-Free Rinse, Air Dryer. A great value.</p> <p style="text-align: right;">\$14 <small>per car</small></p>
3	<p>EXPRESS WASH</p> <p><i>INCLUDES:</i> Rocker Blast, Wash, Rinse, No Protection, Spot-Free Rinse, No Air Dryer. A quick 1/2 rinse with no dry for the cost of...</p> <p style="text-align: right;">\$12 <small>per car</small></p>





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PRESIDENT'S LETTER

By now the finishing touches have been put on the 2024 Northeast Regional Car-wash Convention (NRCC), October 7-9 at the Atlantic City Convention Center. The board of the NRCC is comprised of volunteers from the associations that make up the Northeast (NY, NJ, CT, NE and Mid-Atlantic) and as a member of this board I can honestly say this will be the best show we have ever executed. I realize I say that every year I've been writing about the show (which has been a very long time), but it has been true every time, and this year will be no different. The board works incredibly hard to constantly push the show to be better and bigger and to provide the best possible experience and value to attendees.

The 2024 NRCC, which is the 34th event, will have the largest show floor footprint we have ever had, expanding the floor by an additional 29,000 square feet to better accommodate the new products and vendors that are entering the industry. There will no doubt be vendors you have not yet seen and loads of innovation for all types of wash models.

Based on attendee feedback we have refined the educational programs and stepped up our efforts to provide a more diverse educational lineup. Beginning on Monday, October 7, "the standing room only" Virtual Car Wash Tour will take the audience from Alaska to Maryland as we "virtually" tour locations and hear from operators about the innovative ways they approach their businesses. An opening night event sponsored by Simoniz that evening invites all attendees to a lively and large cocktail and conversation party to reconnect with old friends and make some new ones back at the Hard Rock Hotel & Casino, our host hotel. The Simoniz Celebration is a great way to kick off the 2024 show and we thank them for their generous event and for our long-standing relationship.

On Tuesday, October 8, grab some breakfast and a cup of coffee and be part of the longest continually running seminar at the NRCC, the Early Bird session that gets us started with an open discussion with operators from across the Northeast. This year's discussion is going to have a focus on marketing your wash to maximize opportunities.

The day continues with Chris Brown from Myrrh Consulting addressing maximizing Unlimited conversations in a tightening economy. He spoke last year and was a huge hit. Our attendees wanted him back for a second seminar on the Unlimited and we delivered.

An update on the state of our industry will be presented by Ravi Mani and Rahul Barua from the investment banking division of BOA securities. They will share what their research is showing about the current state of the industry and what the future of the industry might look like. It should be some really interesting data and a perspective we operators may not have.

Our teams are at the heart of our success and to help managers continue to grow and develop we have created a new manager's program from long-time Northeast Carwasher magazine contributor and author of "54 Ways To Stay Positive in a Changing, Challenging and Sometimes Negative World," JoAnna Brandi. JoAnna, who has keynoted the show in the past, will share her "8 Ways to Becoming a Magnetic Manager." This program is a must-see for all managers and the first of its kind for the NRCC. We hope to add more manager-based programming in 2025.

We are pleased to welcome Will Guidara as our Keynote Speaker. If you're a fan of *The Bear* on FX/Hulu, you might recognize the name. If you haven't seen it — watch it today! Will is a restaurateur and the bestselling author of "Unreasonable Hospitality." He will share some of the lengths he went to have his restaurant, Eleven Madison Park, named the "Best in the World." I don't know how you top that maybe being named Best Car Wash in the World?

After Will's Keynote you can join your fellow carwashers for the Awards Luncheon where we recognize the carwash industry's Emerging Leaders, Most Distinguished Person and the NRCC's highest recognition, The Hall of Fame award recipient. Immediately following the Awards Luncheon it's time for the main event, the largest show floor in NRCC history!

The evening is capped off with the welcome reception hosted by ICS at the close of show floor hours in the Atlantic City Convention Center's foyer where you can enjoy a drink, catch up with friends and possibly walk away with \$500 or a Blue Tooth speaker. But, you gotta be in it to win it.

The last day of the show kicks off with a high-energy presentation from Louie Gravance, a customer service expert and former training designer for Disney in Orlando. Louie will teach

us how to make the Magic of Disney work in our industry. He is a sought-after speaker who will not disappoint. You can also enjoy his presentation while partaking in our generous breakfast buffet.

Then, it's time to hit the floor once again to finalize those deals.

The 2024 NRCC is jammed packed with first-class educational programs and presenters, networking and social events. It also boasts the largest carwash trade show floor on the East Coast. If you're serious about your business, how could you miss this opportunity?

I'd like to recognize the Car Wash Operators of New Jersey and Chairman Doug Rieck who are hosting the 2024 show, and especially Suzanne Stansbury and Heather Courtney without whom this show would not exist. Can't wait to see you there!

Oh, yeah, one last thing — wait until next year when the New York State Car Wash Association (NYSCWA) hosts and I'll say it again — it will be the best show ever!



Walter Hartl, NYSCWA President



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Featured Wash

One of the featured washes on the October 30 NYSCWA Fall Membership Meeting tour will be this renovated former Buckman's Car Wash in Greece. To learn more about this wash and tour visit nyscwa.com



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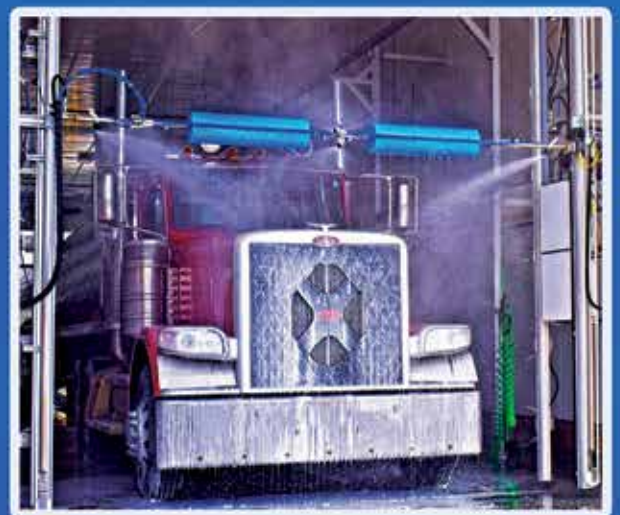
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Proposed Fossil Fuel Rule Carves Out Wash Exemption

By William Y. Crowell, III

The Albany legislative session ended on June 8. The early exit from Albany was motivated by the June 23 primary date. The Governor's hold on congestion pricing and funding for the Metropolitan Transportation Authority may result in a post-election return to Albany. An update on carwash industry issues follows.

The New York State Fire Prevention and Building Code Council (Code Council) at their June 23 meeting proposed a draft rule prohibiting the installation and use of fossil fuel equipment in new construction. This rule is based on Chapter 56 of the laws of 2023, which prohibited the installation of fossil fuel equipment and building systems in new construction with some exemptions including for carwashes. The proposed rule implements the statute and provides for a carwash exemption. The proposed rule is somewhat confusing. It lacks clarity as to its application because the exemption for the carwash is modified by conditions, which appear

to reimpose the ban. The difficulty is that the exemption applies only to fossil fuel equipment located in the building for the operation and use of the carwashing process. If a part of the building has an unrelated use it would be covered by the fossil fuel ban. As a practical example, if a newly constructed carwash included office or conference center space, this part of the building would need to use electric or other renewable heating equipment. Comments will be submitted to the Code Council requesting a clearer definition of this distinction.

Certainty is critical when making an investment in new construction. As a reminder, the statute enacted last year requires the Code Council to periodically review exemptions to assure continued effectuation of the purposes of the statute.

Prior to adjourning the legislature passed A.6957A (Dinowitz) S.2464A (Persaud) which was the focus of the most recent legislative column. This bill amends the General Business Law to require carwashes to clearly state when a promotion expires including any costs that would be incurred upon expiration and through participation in the promotion. This information must be conspicuously posted when advertising the promotion. This legislation is currently awaiting to be delivered to the Governor. The New York State Car Wash Association (NYSCWA) intends to submit a letter requesting that the Governor veto the bill. Opposition will be focused on the fact that the situation which gave rise to the bill, a price increase characterized as promotion for a religious event, would be more appropriately addressed by punishment for price gouging or false advertising. Members who want to join in voicing their opposition to the Governor should contact the NYSCWA for more information.

One last note, new legislation was introduced after the legislative session adjourned A.10834 (Fall) which requires a carwash that displays a sign indicating that there is no responsibility for damages caused to customers' vehicles, to also post an additional notice that customers sustaining damages to their vehicle have the right to file a complaint with the Consumer Protection Division. A failure to display the additional notice results in a fine not to exceed \$1,000.

NC



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

William Y. Crowell, III

Winter Operations Require Heightened Safety Measures

By Meeghan Sheckler

As the winter months approach, carwashes face unique challenges that require extra precautions to ensure the safety of both employees and customers. As we all know, road salt and other ice-melting chemicals used to keep our roads safe can cause corrosion to vehicles.

As you ramp up for a busy winter season, please keep in mind some of the biggest concerns from an insurance standpoint. We tend to see a lot more slips and falls at this time of year. This is largely due to walkways that haven't been salted/sanded adequately and/or on a consistent schedule. One way to help with this is using a daily salt log. This would also come in handy in the event of a claim showing when the lot was last salted/sanded. This also shows the importance of cameras and camera placement on your property.

When it comes to self-serve bays, making sure that the floors are heated can also help prevent slip and falls.

Follow These Guidelines

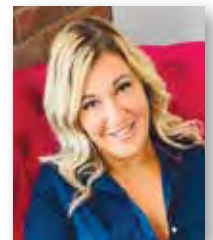
Here are some key guidelines to help carwashes maintain safe and efficient operations during the winter season.

- Maintain Clear and Safe Entry and Exit Points. Ensure that all entry and exit points are regularly cleared of snow and ice. Use salt or sand to prevent slippery conditions, which can lead to accidents.
- Clearly mark paths with visible signage to guide drivers safely in and out of the carwash, especially during heavy snowfall or low-visibility conditions.
- Stay updated on weather forecasts and be prepared for sudden changes. Severe weather may require temporary closures to ensure safety.
- Keep customers informed about any changes in operating hours or closures due to weather conditions through your website, social media or automated phone messages.
- Perform regular maintenance checks on all carwash equipment. Cold weather can cause hoses and other equipment to freeze or malfunction.
- Provide employees with appropriate winter attire, including insulated gloves, hats, and waterproof boots with good traction to prevent slips and falls.
- Conduct regular safety training sessions to remind employees of winter-specific hazards and the importance of safe practices in cold conditions.
- Ensure that the carwash facility is adequately heated, especially in areas where employees work or where equipment is stored.
- Improve lighting around the carwash to enhance visibility during shorter daylight hours and overcast days typical of winter.

- Keep a well-stocked first aid kit easily accessible and ensure that employees know how to use it.
- Develop and communicate an emergency plan that includes procedures for handling injuries, power outages, and other unexpected situations.

Operating a carwash during the winter months requires careful attention to safety and preparedness. By implementing these safety measures, carwash businesses can ensure a safe and efficient operation, providing a valuable service to customers while protecting employees and maintaining equipment in peak condition. Stay proactive, stay safe, and ensure that winter weather doesn't put a freeze on your carwash business operations.

NC



Meeghan Sheckler

Meeghan Sheckler runs the Car Wash Solutions program based out of Wiczorek Insurance Agency. The program focuses on commercial insurance, safety planning and training, whether you have one site or multi sites. For more information contact 207/347-1903 or Meeghan@wizinsurance.com



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How to Develop an Alarm Clock in Your Mind

By Ray Justice

Several things have happened in my life that have a somewhat mystical sense to them.

I have seen two UFO'S, at different times, one very small, another quite large and mysterious.

Much of my life history flowed before my eyes as I was in a car flying through the air as it spun around during an accident that I obviously survived. But, for now, this simpler event story goes back to when I was seven or eight years old.

One evening my mother announced, "I will wake you up in the morning at 7 am as we will be leaving early." Later in life, she told me that I had replied I would wake myself up. "You don't have an alarm clock," she said. "You won't be able to do that."

I told her I would tell my mind when to wake me up. "How do you plan to do that?" she replied. "I talk to my mind and tell it to wake me up at 7 am," was my reply.

The next morning she came into my bedroom shortly after 7 am and there I was wide awake and smiling, not groggy at all. I did not pay too much attention to this ability until years later at a Hypnosis workshop where they were teaching us this very interesting ability that most everyone can do. It was then that I realized I do this casually all the time. I just get up at the needed time. That was when my mother told be the story of when I was younger. As far as we know, no one taught me how to do that, so that part remains a mystery.

After knowing this was a skill, I realized that I always woke up in time and all I did was think about when to wake. As an adult, I would only use an alarm if I had an early morning airplane to catch and I would always wake up before the alarm went off. I guess I thought that this is normal and the alarm clock is a backup.

This is a great practice exercise that should stir your curiosity as to what else could you PRACTICE talking to yourself

about; not what you are thinking day to day, but what you would like to be feeling or doing.

First, quiet and still your mind. If needed take two or three slow deep breathes. Next, create an image, or a thought, of a clock so your subconscious mind is aware of what you are thinking about.

If 7 am is your time to wake up, tell your mind to wake you at 6:55 am. Think about what time it is when you are ready to turn your light off, and then repeat your desired wake up time. Let your subconscious mind know exactly what you want. Practice it a few different nights to get the hang of it. Set your actual alarm clock for a few minutes later as a security backup. It is kind of fun to turn it off before it rings and definitely more relaxing. If you have a HABIT of a regular clock time to wake, you might want to set your clock for one minute later, just for a change.

Like everything else our life functions are a habit, as are most of our thoughts. It takes a while to change a habit and that makes this an interesting exercise to practice and develop confidence with that change.

Make sure you are relaxed and do not have busy thoughts filling your mind as you take this seriously. Be interested in this process. Know that when you wake up like this, with your own personal inner wake up clock, you will be feeling rested and refreshed.

You have to focus and practice enough so your mind and body knows what is desired. Remember this is one thing in life that you can easily change with your thoughts and beliefs. After it becomes natural you will want to Think about and Practice what other thoughts are about day to day, and what you really want to be thinking about or manifesting.

A clock stored in your mind can become a sample or a symbol for other practices. Remember that you are setting

your mind clock by letting it know the time you want to wake up.

I like changing the word alarm clock to reminder clock or wake up clock. Alarm has its own meanings that we don't need for this exercise.

(Side note - Stillness is easier after having happy, loving, grateful thoughts.)

Here is a poetic verse from my book, Spiritual Arousal. It fits well with this story.

Morning

Morning stillness

Morning calm

Waking

Peaceful

Yet ready

to begin

Today

Will I

be the

Morning?

I'll leave you with this thought. This simple exercise works for you just by changing your thoughts; be thinking, or writing, on what else could you be doing with your thoughts and mindset.

It's simple, it needs time to practice and focus to change a thought-habit. The rewards can be excitingly marvelous.

This is a small sample of the power of our inner imagination and visualization. We all have it and are full of Creative Energy waiting for our awareness. **NC**

Ray Justice is an Entrepreneur, Poet & Creativity Explorer. He is a former carwash operator and past president of the NYSCWA. You can follow him on Instagram at RayJusticeQuotes for ideas to create your writing topics or visit his website at RayJustice.com



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Arlen Company Construction	95	J.E. Adams Industries, Ltd.....	61
Autowash Maintenance Corporation	93	JoAnna Brandi & Company, Inc.....	52
Autowash Online.....	114	JSCM	106
AutoWash Technologies.....	90	Kirikian Industries LLC	67
AVW Equipment Co.....	11	Kleen-Rite Corp.	3
BeeSeen Solutions	51	MAST Solutions, Inc.....	37
BOLD Endeavors.....	26, 108	McClellan Solutions LLC	91
Car Wash Systems, LLC	111	Merchant Advocate	109
Car Wash Pros, LLC.....	90	Micrologic Associates	58, 59
Car Wash Solutions	105	Modernwash Buildings and Solutions	83
Coast Commercial Credit	51	Motor City Wash Works	15
Coleman Hanna Carwash Systems LLC.....	92	My Car Wash Guy.....	92
Con-Serv	33	Myrrh Consulting.....	29
D & S Car Wash Equipment Company.....	107	NBT Insurance Agency.....	111
DiamondH2O	71	NRCC	21, 65
DRB Systems, Inc.....	13	Petit Auto Wash	55
Elektrim Motors.....	49	<i>Professional Carwashing and Detailing</i> magazine	18
ERC Wiping Products.....	45	RNVac by Trubite, Inc.....	53
Erie Brush & Mfg. Corp.....	9	Ross Brothers, Inc.....	72
Etowah Valley Equipment.....	35	Sergeant Sudz.....	75
Extrutech Plastics Inc.	89	Shore	103
EverWash Car Club.....	30	Simoniz USA	2
Fisher Phillips	60	SK Advertising & Design Small Business.....	97
Floyd Bell Inc.	57	Sonny's The Car Wash Factory	115
G & G LED	14	SplashSource	87
Gallop Brush.....	41	Synergy	54
General Pump	84	Washworld, Inc.	86
Grace for Vets.....	63	Women in Carwash.....	12

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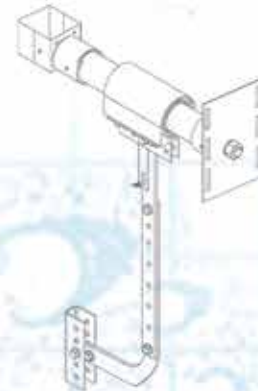
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