

northeast carwasher



Mountz' Legacy Is His Insatiable Vision

**"Magic" Johnson Slated to Keynote
The Carwash Show**

**AutoCareForum.com
Gets a New Owner**

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**Outsourcing: A Little Work
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I Can't See the Sign for the Trees!

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— Jason Moodie, Plaza Carwash Rt 46, West Paterson, NJ



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Spring 2013

Vol. 18 No. 2

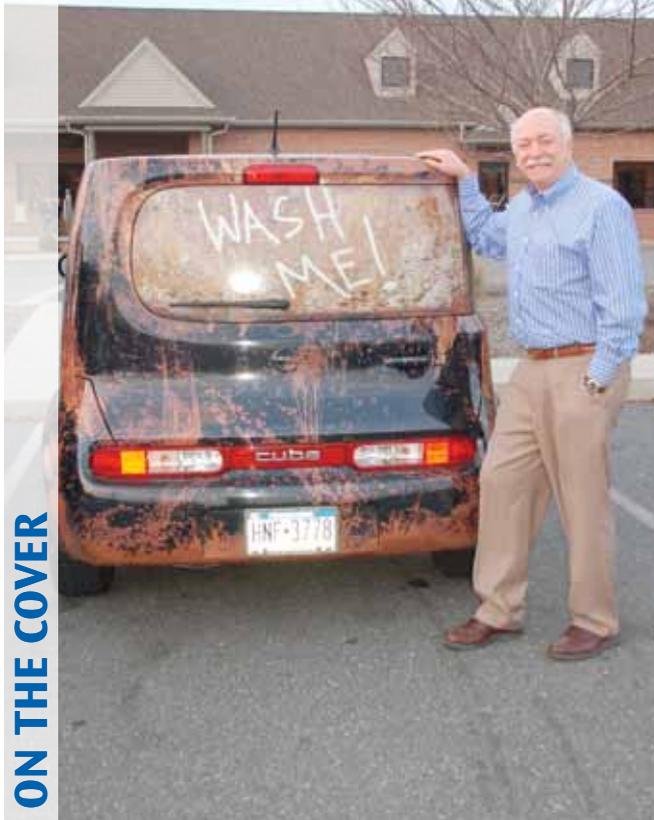
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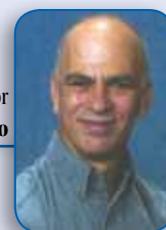


On the cover: Photograph taken at Cloister Car Wash in Sinking Spring, PA. Property of Media Solutions.

northeast carwasher



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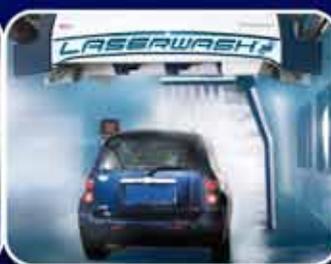


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www.northeastcarwasher.com

Spring has finally sprung and the memories of Superstorm Sandy and Winter Storm Nemo are slowly fading for many of our East Coast operators. Slowly fading, I say, as their imprint will be felt by many for years to come.

Carwashers are a hearty bred, though. They endure the constant uncertainty of the weather and the economy, and find ways to tackle both head on. They help and support each other and hold onto the knowledge that come winter there will likely be a handful of those perfect washing days that make it all worthwhile.

Despite the turbulent winter weather, most of the East Coast had a stellar winter washing season. There is nothing like the sight of a white, salt-covered road, and cars to match, to put a skip in your step. It seemed like the local road crews were especially generous with their salt and sand this year and for that we thank them!

Now, onto pollen and then bug season. Here's hoping on both fronts that an upward trend in washing continues.

In a few weeks you will be able to take advantage of The Carwash Show in Las Vegas hosted by the International Carwash Association. This three-day trade show and exhibition is a great opportunity for you to learn about the latest issues and trends, and touch and feel carwash innovation from 300+ exhibitors on the show floor. Just like the Northeast Regional Carwash Convention (NRCC), October 7-9 in Atlantic City, NJ, it is a learning tool in which you should consider investing. To learn more visit www.carwash.org and nrccshow.com.

If you can't make the trip out to Vegas, you might also want to consider attending your local or state carwash association meeting this spring. These meetings are also extremely educational and you get to speak to operators in your own market, who are facing the same issues you face. All meetings are listed in each association's section of this magazine so check them out. If you can't make a meeting in your market, branch out to a neighboring state and see what they are discussing. I know it will be a great experience with real take-home value.

Our cover story on Cloister Car Wash's Mike Mountz, and the sale of his beloved washes, is a personal one for me. I have known Mike for most of my carwash career. He is a stand-up guy and true carwash innovator. It was a difficult story for me to report on as I know how deeply he loved his washes and how much of himself he poured into them. His impact on the industry, and his innovation, will be felt for years to come. I hope you enjoy reading about his legacy on page 16 and revel in his attention to detail and passion for carwashing. I wish Mike and his lovely wife Rhoda much peace and happiness in this new phase of their lives.

Now, bring on the pollen!



Suzanne Stansbury

Suzanne Stansbury
Editor/Publisher

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Be Smart About Your Passwords!

While traveling recently, I read an article about passwords and personal login/password security. It reminded me how when going to various websites I was frequently using the same password or slight modification of the same password. It prompted me to read on and take the suggestion from one of the top-rated password management software packages "1Password." What I did was change all my passwords to "strong" passwords that 1Password generated for me.

I purchased the Mac/Windows family version, for \$49.99, which allows five installations on Mac's, Windows, iPhones, iPads and/or Androids. All these devices are now connected and share the encrypted data file that contains all my new passwords. It shares all these passwords between all devices using Dropbox. If you don't have a Dropbox account you can get one for free. Dropbox is a "cloud" storage service. You get 2 gigabytes for free and can also use it to store any of your data from your computer too.

- ❖ Install Dropbox first: <https://www.dropbox.com>
- ❖ 1Password's store: <https://agilebits.com/store>

Being proactive with your passwords can save you lots of headaches down the road.

Tom Hoffman, Jr.
Hoffman Car Wash, Albany, NY
thoffmanjr@hoffman-development.com

Our creations come through us freely, easily, and abundantly only when we release our need for control and allow ourselves to become clear channels for something bigger than we are.

-Christiane Northrup, M.D.



Periodically, we will recommend books our staff and readers believe have value for our readership. You might want to check out these great motivational books.

"Quiet: The Power of Introverts in a World That Can't Stop Talking," by Susan Cain.

"How Will You Measure Your Life?" by Clayton M. Christensen, James Allworth and Karen Dillon.

"Extreme Productivity: Boost Your Results, Reduce Your Hours" by Robert Pozen.

If you have read anything notable, please share it with us at mediasolutions@nycap.rr.com

Do you have an opinion or view you want to share with our readers?

Send your thoughts to:
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Site on the Mind

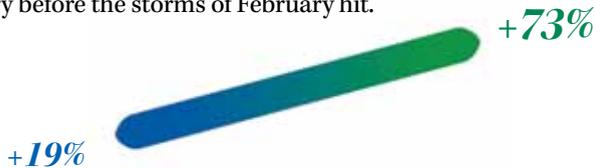


Keeping a website simple, readable and easy to navigate is key in making it user friendly. Progressive Car Care in Totowa, NJ, has done just that. From the use of the wash's signature blue and white color scheme to its many pull down options that include information on the wash, its services, its gift ideas, ways to save and photo gallery there is a perfect mix of information and pride.

Check out what makes this wash, lube and detail center unique at www.progressivecarcare.com

WASH VOLUME INDEX

We have taken the pulse of five East Coast operators to see where their volumes are compared to last year (YTD). For January 2012 to January 2013 we're happy to report that all operators were up with a high of +73 in the Poconos and a +19 in the Mid-Atlantic. Overall, all regions reported a terrific January before the storms of February hit.



Thanks to Dennis O'Shaughnessy, Jr. in upstate New York; Doug Rieck on the Jersey shore; Dave DuGoff in the Mid-Atlantic; Ron Bousquet in Boston and Kevin Detrick in the Poconos.



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BLENDCO SYSTEMS APPOINTS ROSSINI NEW SALES MANAGER

Blendco Systems, Bristol, PA, is pleased to introduce a new sales manager, Bob Rossini. Rossini has joined the Blendco team as its new Northeast Regional Sales Manager. He comes to Blendco with more than 20 years of experience in the carwash industry including owning and operating his own carwash for several years. Rossini is already very familiar with Blendco products, having previously worked for a Blendco distributor, plus he has extensive experience in servicing carwash equipment, as well.

Rossini will provide service and support to current Blendco distributors in the Northeastern US, as well as Eastern Canada, while working to increase business in those markets.

He also serves as the Vice President of the Connecticut Carwash Association. ■

For more information visit www.blendco.com

WASHWORLD BUILDS NEW CORPORATE FACILITY

Washworld, Inc., DePere, WI, manufacturer of carwash systems, plans to construct a 50,000 square foot manufacturing and office facility to be located here.

According to Richard Andreas, vice president of sales & marketing, the new building was necessitated by Washworld's continued expansion of its product line. The company began by manufacturing only one touch-free vehicle wash system, then added two additional units, as further product offerings. In addition, the Washworld Distributor Network has grown both domestically and internationally. "That's brought more production needs to our facility and we've continued to add on," said Andreas. "We're currently landlocked and can't expand anymore in any direction. The property we're building on will give us room for expansion."

The project is expected to be completed in May. ■

For more information visit www.washworld.com

MICHAEL BENMOSCHÈ JOINS MCNEIL & CO.



McNeil & Co., Cortland, NY, a leading provider of insurance to specialty niche markets in 49 states, has hired Michael Benmoschè, CIC, as national carwash program specialist. Benmoschè is responsible for overseeing McNeil & Co.'s new Car Wash Insurance Program, a nationwide program that provides owners of full-serve, exterior and in-bay automatic carwashes with various types of property, liability and automobile insurance coverage. McNeil began administering the program in August 2012.

Benmoschè has more than 36 years of experience in the insurance industry and developed and administered the National Car Wash Insurance Program for the past 17 years. "We are excited to add someone with Michael's pedigree and experience to our company," said Dan McNeil, president of McNeil & Co.

"He brings unmatched knowledge of the insurance issues facing carwash owners and will help ensure our program meets the needs of our customers."

Benmoschè is currently treasurer of the New York State Car Wash Association. He also serves on the Northeast Regional Carwash Convention board and has served on the Exhibitor Show Advisory Committee for the International Carwash Association. He is also an instructor for the Car Wash College's Management course on Safety.

He is past president of both the Albany Field Club and the Independent Insurance Agents of Albany. He is a past board member of the Mid-Atlantic Carwash Association and a past state director of the Independent Insurance Agent Association of New York.

"I look forward to continuing to build the national carwash program with a great partner in McNeil & Company," Benmoschè said. "With the McNeil name and reputation behind it, the program has an outstanding future." ■

For more information visit www.mcneilandcompany.com

JE ADAMS EMPLOYEES EXCEED FOOD GOAL

JE Adams Industries, Cedar Rapids, IA, is a manufacturer providing vacuums, air machines, and combination units to carwashes and convenience stores. The company put a challenge out to its employees to collect food for the Salvation Army. The goal was to accumulate 1,000 pounds. That goal was met and exceeded with 2,054 pounds of food/supplies for local needy families, according to a company press release. Lonnie Schwartz, President and CEO of JE Adams, said, "I am overwhelmed by the amount of support the company's employees put forth, and I couldn't be prouder of our organization for giving back to our local community." ■

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HAMILTON MFG. ANNOUNCES NEW PRESIDENT

Hamilton Manufacturing Corp., Holland, OH, a leading manufacturer of automated payment systems, Data Access Networks, and change machines for the carwash and parking industries is proud to announce the promotion of Steven J. Alt from Executive Vice President to President.

According to Robin Ritz, Chief Executive Officer, "Steve has earned this opportunity through his many years of hard work and dedication to the company. His business acumen is a valuable asset to Hamilton, and we believe he will do a tremendous job leading this company into the future."

For more information
visit www.hamiltonmfg.com

PECO TEAMS UP WITH OLD DOMINION



PECO Car Wash Systems, Auburn Hills, MI, is proud to announce a new tunnel construction project in the mid-Atlantic region by Old Dominion Car Wash Services. Old Dominion, although a new organization, is no stranger to carwash development and operation. They have been active in the full service, express exterior and self-serve business as well as gas and lube centers for more than 30 years.

The Flagstop 105' Express Wash in Hopewell, VA, is on the site of an old eight-bay self serve that Flagstop has owned since 1983. The decision was made to demolish the old self-serve and rebuild the site as a \$5 express exterior wash. This is one of seven sites that Flagstop owns and operates in the Richmond, VA, market.

Old Dominion represents PECO Car Wash Systems and D&S Equipment, as well as Turtle Wax and Custom So-

lutions chemistry in a region from the southern Maryland area spanning south throughout Virginia and into northern North Carolina. Specializing in carwash site development, construction, operation, chemistry and service. The team at Old Dominion Car Wash Services has more than 60 years of combined carwash experience. ■

For more information visit
www.odcws.com or www.pecocarwash.com

RYKO SOLUTIONS APPOINTS JIM HOGAN VP HUMAN RESOURCES



Ryko Solutions, Inc., Grimes, IA, North America's largest manufacturer of carwash equipment and a major provider of service support and cleaning products to the industry, has added Jim Hogan as Vice President of Human Resources for the company's 400 plus strong workforce throughout the nation. Hogan joins Ryko from the management of his own consulting group and brings more than 25 years of experience in the leadership of both human resources and operations of manufacturing facilities, including nine years with Maytag Corporation. "Jim is a value driven HR professional who has spent his entire career helping world-class corporations locate and develop their most valuable assets - their employees," explained Steven A. L'Heureux, Chief Executive Officer. "Most importantly, Jim shares our passion to continue Ryko's culture shift toward encouraging and empowering our employees to build a customer first corporate culture that is capable of

more than simply responding to industry trends, but one that can shape and lead our industry's future.

Added Hogan, "I am thrilled to be a part of the forward momentum at Ryko Solutions and to help further their progress in developing and directing a first-class leadership team and staff," he explained. ■

For more information
visit www.ryko.com

RYKO SOLUTIONS INCREASES 2012 REVENUES



Ryko Solutions, Inc., Grimes, IA, North America's largest manufacturer of carwash equipment and a major provider of national technical services, cleaning products, and marketing programs, achieved one of its best annual performances in 40 years of business in 2012, with total corporate revenue approaching \$90 million, a 22 percent year over year increase.

The end-of-year results, which also included a 38 percent increase in equipment sales and an impressive EBITDA increase of 53 percent, were based on widespread market acceptance of the company's bundled service and Clean-Touch cleaning products. Ryko experienced double-digit growth in all three segments of its business; maintenance services, carwash equipment as well as cleaning solutions.

According to Ryko's CEO, Steve L'Heureux, the company tripled the size of its engineering team over the past two years and reinvigorated its R&D department with new leadership in 2012. These two developments were instrumental in the introduction of two exciting touch-free products, driving a surge in sales of nearly 50 percent, according to a company press release. ■

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Newsworthy ... continued from page 12.

KEEP AN EYE OUT FOR PDQ'S ICON ROAD SHOW TRAILER

PDQ Manufacturing, Inc., De Pere, WI, an industry-leading manufacturer of in-bay automatic vehicle wash systems and the host of the carwash industry's first-ever live Internet product launch, has found another innovative way to bring the company's message to the masses with the launch of its ProTouch® ICON Road Show Trailer. The trailer will travel the country and make appearances at PDQ distributor facilities, selected trade shows, and most importantly at customer locations, offering on-site demonstrations of the new ProTouch® ICON Friction Car Wash System to existing and potential PDQ customers. "We're always looking for different ways to introduce our products to the market, and since we have a new exciting option for a friction wash, we knew we needed something different to take out to customer sites and also to get our channel partners online,"

explained Ken Dollhopf, PDQ's Vice President of Marketing and New Business Development. "In a lot of ways we can do more with the Road Show Trailer than we can at a trade show. It gets our sales force involved and gives us a true one-on-one connection with the customer."

The focal point of the Road Show Trailer is an actual, full-size ProTouch ICON three-brush gantry. Fully operational, the gantry runs through a complete wash cycle (minus the water), complete with a voiceover that explains the wash process, and accompanied by flashing lights and futuristic music. The front portion of the trailer is a mock-up of a typical carwash equipment room so the visitor can observe the system's various components. The rear of the trailer is designed as an office, complete with Internet access that allows visitors to view, in real-time, the wash's performance characteristics and operational status. The office computer also allows PDQ personnel or



a distributor to provide additional information about the ProTouch ICON or any other PDQ wash, dryer and entry system to the visitor, offering a full service mobile sales tool sure to impress everyone.

The Road Show Trailer's inaugural trip occurred in late October with a swing through North Dakota and Minnesota, including a stop at the North Dakota Petroleum Marketers Association's Convention and Trade Show. It worked its way through Indiana, Kentucky, Ohio, Pennsylvania, Maryland, Virginia, North Carolina, South Carolina and Georgia in 2012, and is slated to hit key target markets in Florida in early 2013. ■

For more information visit www.pdqinc.com



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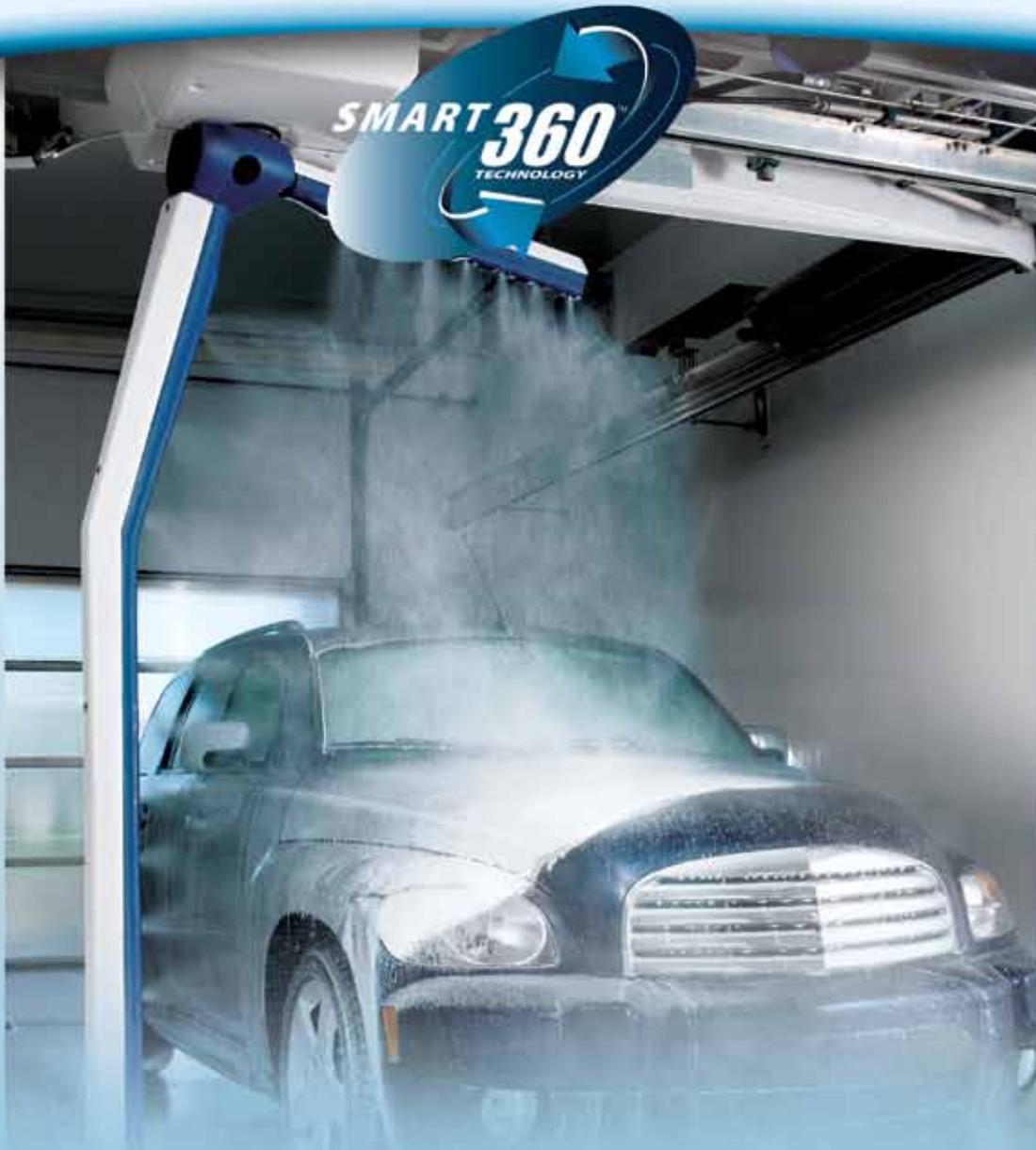
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A **DOVER** COMPANY

After 29 years in the industry, carwash innovator Mike Mountz has sold his four Cloister Car Washes in eastern Pennsylvania. The visionary and recipient of many carwash accolades, including the International Carwash Association's Hall of Fame Award in 2010 and a segment on the History Channel's Modern Marvels, speaks to us about his legacy and his vision.

Mountz' Legacy Is His Insatiable Vision

By Suzanne L. Stansbury

When I got the call that industry innovator Mike Mountz, owner of the phenomenally-inventive Cloister Car Washes in eastern Pennsylvania was planning to sell his four locations, I was floored – and quite frankly, saddened. As an operator willing to go above and way beyond for his customers, Mountz has been a leader, an icon and one of the most humble men in the industry for the last 29 years. To think of anyone else operating those washes honestly brought tears to my eyes.

When you pour your heart and soul into your business, as Mountz has, it shows. He and his acute attention to detail, and ability to turn a carwash into an experience like no other, set him apart. Some may say that what he strived for at his washes was too ambitious, unrealistic for most operators, and that profitability may have been secondary to him. But in selling his locations to the highly successful Mister Car Wash chain December 4, he was able to secure his future and that of the washes he held so closely for so many years. “A lot of thought went into my decision,” said Mountz. “It was one of the hardest decisions I’ve ever had to make, but I’m tired and need to take a break.

“I’ve also fallen in love with another country, New Zealand, and there I feel energized. It’s just time to make a change.”

But celebrating the new phase of his life with his wife Rhoda has been bittersweet so far. “Out of 410 employees only seven from the corporate end lost their jobs,” said Mountz. “But that’s seven loyal employees that I have affected by my decision to sell the washes. It’s hard to celebrate when things like that happen.”

And despite the loss of her own job, former Cloister Director of Marketing Sharon Ramp can only praise Mountz’ leadership and kind heart. “We will all be just fine,” she said. “We have had a great opportunity here working with Mike and we wish him only the best.”

Also, soon after the deal was finalized his wife Rhoda, an integral part of the Cloister operations for many years, suffered a massive heart attack from which she is still recovering. Then, in mid-February, Mountz himself suffered a less severe heart attack, so both are mending and building their strength before moving forward in their post-Cloister era lives.

Mountz' Vision

I had the honor of interviewing Mike Mountz the day before the sale closed. He spent more than two hours with me and recounted his struggles and triumphs over the course of his storied carwashing career. “I guess my vision overcompensates for my lack of education,” recounts the dyslectic

high school drop out who has struggled with depression. “It’s hard for people to buy into a vision, but when you believe in it like I do, you can sell them.”

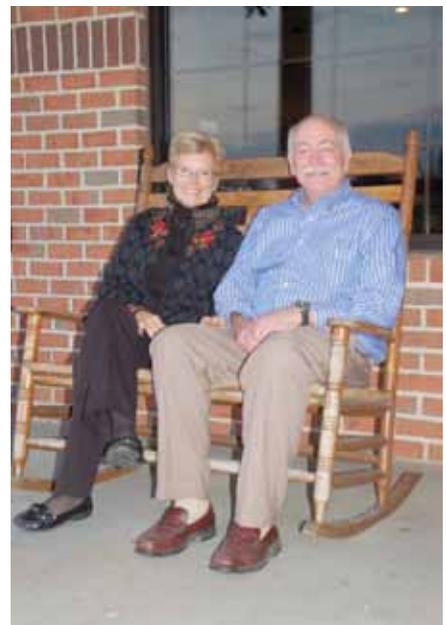
And sell them he has. His first wash was purchased in 1984 in Ephrata. The 1.6-acre location included a tunnel, three self-serve bays and a truck bay. He knew he could make the site profitable and despite his lack of a formal education, he used the skills he acquired in his early ‘20s, while working in Chicago for Sears, to convince the bank to back him. “We did 30,000 cars that year and had three employees,” he recounts. “Today the four locations (Ephrata, York, Lancaster and Reading (Sinking Spring) boast 750,000 washes annually with 410 employees.

It’s true that Mountz’ vision could take him far, as could his God-given ability to sell it, but he needed a mentor, and friend to push and help him accomplish the goals he had for his washes. It was in the mid-80’s when Mountz first met Tom Hoffman, Sr., of Hoffman Car Washes in the Albany, NY, who would become his closest industry confidant and cheerleader. After an initial meeting at an International Carwash Association (ICA) convention when Hoffman was serving as president, the two met up again at a Pennel Car Wash Association meeting in Pennsylvania. “We discovered that we shared a love for hunting and the industry,” recalls Mountz. “From there we developed a strong friendship that I cherish.”

Hoffman has nothing but praise and respect for Mountz. “He’s absolutely one of my top, top friends,” he said. “You couldn’t ask for a better relationship as there is total trust and honesty between us, and we love to help each other.”

Continued on page 18...

Rhoda and Mike Mountz relax in their rockers on the porch at Cloister Car Wash in Reading.



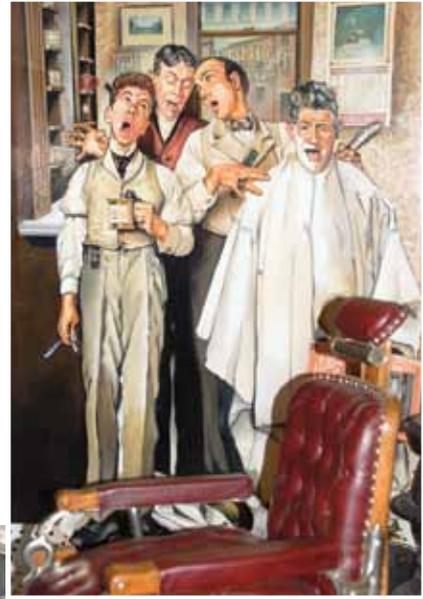
Cloister founder Mike Mountz is pictured in front of his huge Cloister Wash & Lube sign. It's the perfect backdrop for seasonal promotional signage.



Cloister's fundraising program, Helping Hands, has helped local charities raise \$5 million dollars since its inception.



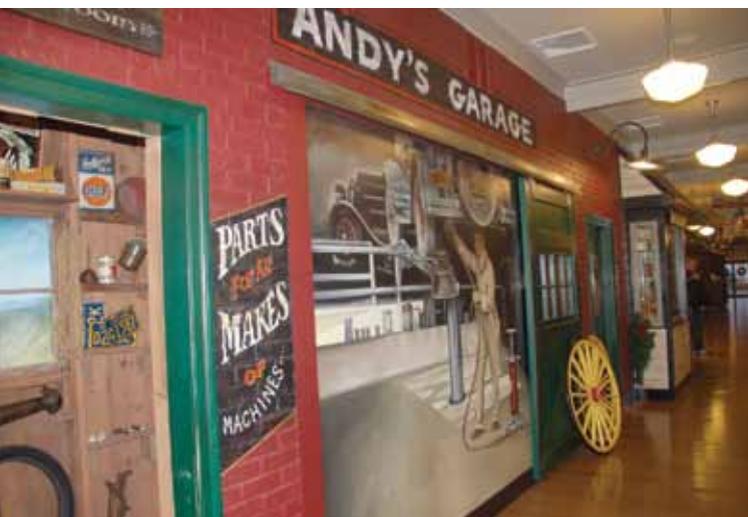
This grouping of hand painted art was done by inhouse artist Wayne Fetro who has been retained by the new owners, Mister Car Wash. The meticulous handiwork sets the wash apart and gives it a charm all its own.



Mountz' Legacy ... continued from page 17.

It's obvious to anyone who drives on the lot of a Cloister Car Wash that Mountz' vision reverberates throughout each location. His attention to detail and keen sense of what a customer will notice and appreciate is evident from the impeccably-manicured lot and buildings, to the hand painted murals scattered throughout his former locations. "We hired a painter to help us raise the washes to a new level," said Mountz. "He has been retained by the new owners so part of our vision will live on."

Cloister's corporate artist, Wayne Fetro, has added unique hand-painted Art Deco murals throughout the wash. From the murals on the walls in the finishing area, to the lube, and even inside the bathrooms that are like no other (YouTube "Cloister Car Wash/Coollest Bathroom Ever"), this



The inside of the wash, thanks to the intricate murals, has an old-fashioned feel to it thanks to inhouse artist Wayne Fetro.

special touch is just one element that makes these washes unique. "Mike's operations were classy," said Hoffman. "His image and the image of his employees were top rate. He's a mentor to other operators and so many of them have visited his washes and learned how to do it right. He will definitely be remembered for his ability to share."

There are so many innovations at the Cloister locations it's hard to list them all! But one of the most significant is Mountz' "people mover." At the Reading location there's a 220-foot tunnel where customers can get an exterior wash. Yes, 220 feet. (This is a 7.8 acre site, after all!) After exiting the tunnel customers can proceed to the main building on the site for off-line full service cleaning. While their vehicle moves down the "people mover," Mountz' conveyor belt answer to maximizing production and minimizing employee fatigue, customers are free to shop in Cloister's welcoming impulse area complete with local candies, beverages, novelties and gift cards. There are also air fresheners rebranded with the Cloister name. "We needed some new air fresheners, so our design team came up with an old-fashioned looking design with our name. People think they are really cool," said Mountz.

Another Mountz innovation is his motorcycle wash area that opened at his Reading location in 2007. He may be the first in the industry to have added such a profit center, designed by his son Elton, that includes a lifted, dedicated, self-service motorcycle wash. He was also one of the first operators with a pet wash and said that profit center is extremely lucrative.

In addition to those innovations, Mountz is a "green" guy. He has two 40,000-gallon underground tanks he uses to collect rain water to water his landscaping. He also won approval to use this rain water to flush toilets, hose down floors and other non-commercial wash applications. To top that off, the Reading site features nine oil burners that are used for heat, heating hot water and providing floor heat throughout the site.

But let's get back to Mountz' passions. Two of the most fulfilling ones were his Helping Hands fundraising program and Grace for Vets. Helping Hands is a program that enables charities and not-for-profits to raise money by selling car-wash tickets. The charity gets to keep half of everything it sells. By his account, Mountz' fundraising program has raised more than \$5 million for local charities. Many operators have tried to emulate this program, but what made Mountz' effort such a success was the fact that he was there for nearly every orientation and tour of his wash. Yes, he had the groups come to the carwash and learn about what they were selling, Genius. As a result, they sold a lot and made a lot and the buzz in the community reflected positively on Mountz and his washes. He also taught a lot of future drivers the value of a professional carwash.

Mountz founded Grace for Vets, a Veterans Day promotion where service men and women receive a free carwash, as a way to honor their service and dedication to our country. A veteran himself, Mountz spent years building up this program, which today includes participation from more than 1,800 locations in four countries. It was truly a labor of love that he hopes will perpetuate. "We are not sure what will happen with the program," said Mountz. "We are looking for someone to take it over who has the passion for it that you need, as well as the financial means to keep it moving forward." According to Hoffman, the Grace for Vets program will be one of Mountz' most significant legacies.

Perpetuating the Cloister machine, at Mountz' level of involvement, will be a tough act to follow, even for the seasoned team at Mister Car Wash, the largest carwash chain in the United States. But it's a challenge that COO John Lai is more than ready to tackle. "We certainly aspire to be as good as Mike," said Lai. "But without a doubt, it will be one of our hardest acquisitions. We are taking a slow boat approach and trying to standardize and get everyone on the same page. The systems and the things that are non-people related are the easiest to tackle."

In 2012, Mister Car Wash, headquartered in Tucson, AZ, acquired 32 new locations which puts its operations at 103 carwashes and 33 lubes. "We have a voracious appetite right now," said Lai. "But the bottom line is that we have great peo-

Continued on page 20...

The 7.8 acre site in Reading (Sinking Spring) is nothing short of magnificent. The multiple-profit center location boasts a lube, pet wash, motorcycle wash and off-line full service cleaning.



The clean lines of the carwash's facade are welcoming.



According to the Mountz, the pet wash is a lucrative profit center that attracts customers who may never have visited the site.



Customers can grab some shade while waiting on a their car. Behind the awning is Cloister's motorcycle wash.

Mountz' Legacy ... *continued from page 19.*

ple, and an unbelievable amount of talent, and we will work hard to take these washes and improve them and bring them to the next level. That is our challenge.”

Mister Car Wash was one of only a few groups in which Mountz entertained offers. “The Mister Car Wash team knows what we have built here and the importance of taking care of the customer,” said Mountz. “I’m confident that they will do a great job running these washes.”

Suzanne L. Stansbury is the editor/publisher of the Northeast Carwasher magazine. You can reach her at mediasolutions@nycap.rr.com.



These snapshots are from the Ladies Room at Cloister's Reading location. The country feel to the powder room does not resemble your "typical" carwash bathroom.



The men's room at Cloister is amazing (yes, I ventured in)! Who thinks of this stuff, but Mike Mountz and his vision of setting his washes apart.





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Early February Storm Pounds The East Coast

By Alan M. Petrillo

The recent winter weather has carwash operators and other folks who live and work along the East Coast scratching their heads, wondering when the next shoe (or storm) is going to drop on them.

A case in point is the brutal snowstorm that smothered some parts of the Northeast in up to three feet of snow, affecting carwash operators in New York, New Jersey, Massachusetts, Connecticut, Rhode Island and Maine.

Paul Vallario, owner of two Westbury Personal Touch carwashes on New York's Long Island, said the February snowstorm left 30 inches of the white stuff on one of his washes and 15 inches at the other.

While there were no power outages at either of his carwash locations, Vallario noted that due to the snow, "We were shut down four straight days, and the fifth day we were completely dead." Fortunately, he added, there was no damage to either carwash, other than loss of business.

"The cleanup done by Suffolk County (NY) was slow and sloppy," Vallario wrote in an email. "The Long Island Express-

Todd Whitehouse, owner of Connecticut Car Wash, with four locations in Manchester, Norwich, Stafford and Willimantic, said his washes received between 32 and 36 inches of snow. "The washes were closed for two to three days, which included the day of the storm," he said.



way was closed from Exit 57 to Exit 73 for two days. Four days later, there are still side streets that have not been plowed.

"The main roads are clear, but temperatures are in the mid-'40s now, so the streets are soaking wet. As a result, it may as well be raining as far as carwashing goes."

Ron Bousquet, owner of Randy's Car Wash with locations in Watertown, Waltham, Medford and Melrose, MA, said the approach of the storm was well publicized, so he let his employees off from work at noon on Friday and got them back running the carwashes on Sunday morning. "There was a travel ban in Massachusetts, allowing only emergency travel for the weekend of the storm until Saturday at 4 pm," Bousquet noted.

He said his locations received between 26 and 27 inches of snow. "It started on Friday morning and by 3 pm it was sticking on the ground," Bousquet pointed out. "It snowed until Saturday afternoon, and at some times, it was coming down at a couple of inches an hour. The first eight inches was a heavy, wet snow, then the top foot and a half was light snow that blew around a lot."

Bousquet spent the weekend plowing his four locations, attempting to keep up with the snow that was blanketing the area. He began plowing at 4 pm on Friday, took a break Saturday night, and on Monday, still had one location on a small lot (a tunnel and four self-service bays) that was half buried because he didn't have anywhere to pile the snow.

"When I was out there plowing," he noted, "sometimes the wind would blow the snow sideways, so you couldn't see anything. It truly was a whiteout."

None of Bousquet's locations suffered any damage because of the snow or wind, but all four were closed for three days.

"We had such a good run in January too," Bousquet pointed out. "There were a few small storms with an inch or two of snow, so the town used a lot of salt and we washed a lot of cars. February was going pretty well too, until this storm."

Doug Lutz, owner of Crossroads Car Wash in Bethel, CT, has three inbay automatics in a single location. "We only got 18 inches of snow, but the drifting was terrible," Lutz said. "We kept on plowing and snow blowing and eventually loaded up the corners of the carwash lot."

Lutz said the carwash momentarily lost power during the snowstorm, but power was restored almost immediately.

"We learned to shut off power before storms because of power spikes when the power is restored," Lutz said. "We shut everything down except the boilers, and guess what – the boilers got spiked when the power was interrupted. It cost me \$300 to repair the damage."

Lutz estimates that because of the snowstorm, he didn't wash at least a thousand cars during the four days he was shut down. "We're seeing a little bit of business today (two days after the end of the storm)," he said. "The salters and sanders are coming through at night, and there's a severe melt now with huge puddles because the storm drains are clogged with snow, so there's a lot of water on the streets. It's not helping us yet." ■

Alan M. Petrillo is a Tucson, AZ, freelance journalist and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.



Yes, there are two cars under that mound of snow at a Splash Car Wash location.



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Entrepreneur, Basketball Star “Magic” Johnson to Keynote The Carwash Show

By Alan M. Petrillo

NBA basketball star and entrepreneur Earvin “Magic” Johnson will be the keynote speaker for the International Carwash Association’s (ICA) The Carwash Show 2013, April 22-24 at the Sands Expo and Convention Center in Las Vegas.

The ICA bills the event as the largest carwash gathering in the world, and expects to draw thousands of carwash professionals from the United States and other countries for educational offerings, peer-to-peer networking, and to see the latest products, technologies and services available in the industry.

Eric Wulf, CEO of the ICA, said, “The Car Wash Show is a great way to discover key strategies and resources to grow your business. We think owners, operators, investors and entrepreneurs in this industry will be energized by Magic Johnson’s success story.”

Johnson is the chairman and chief operating officer of Magic Johnson Enterprises. His business portfolio includes ownership of a Major League Baseball team – the Los Angeles Dodgers; Canyon Johnson, a billion-dollar real estate fund; ASPIRE, an African-American television network; VIBE Holdings LLC, a multi-cultural media company; Inner City Broadcasting, with more than 17 radio stations; as well as numerous other ventures.

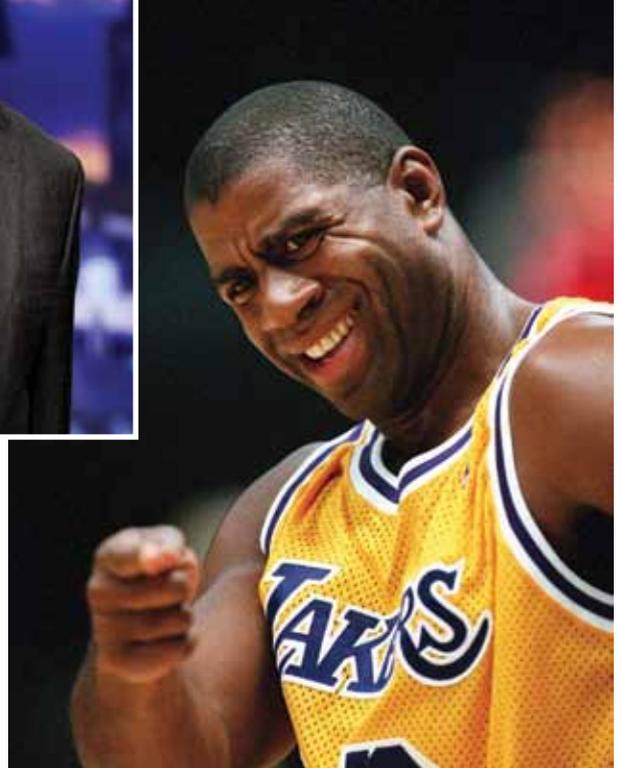
Mark Curtis, ICA president and CEO of Splash Car Wash in Stamford, CT, which has 16 locations throughout Connecticut and New York, said he is “absolutely thrilled” to have Magic Johnson as the ICA keynoter, “not only because of his obvious sports records in the NBA and the Olympics, but because he is a successful businessman as well.”

Curtis said he was looking forward to hearing about Johnson’s exploits on the business side of things.

“Of course, any question and answer session will probably sway a bit toward the sports angle, especially Magic Johnson’s competition with Larry Bird and his greatest accomplishments, but I’m looking forward to those questions he’s asked about his businesses and how he’s made them a success. Who knows,” Curtis added, “maybe this might be his foray into the carwash industry.”



Earvin “Magic” Johnson is slated to keynote The Carwash Show in Las Vegas, April 22-24. Johnson, a former NBA star, will speak about his prowess as an athlete and entrepreneur.



Johnson also is at the helm of the Magic Johnson Foundation, one of the most recognizable charitable organizations in the world. He built his business empire over a span of 30 years and has been committed to bringing jobs and brand-named businesses to underserved communities.

Johnson plans to speak to the group about leadership, success and entrepreneurial lessons learned. The title of his keynote is, “Discover the Magic: An Interview With Earvin ‘Magic’ Johnson.”

The ICA is the non-profit trade group representing the retail and supply segments of the professional carwash industry in North America and around the world. It has 2,000 member companies representing more than 15,000 carwash locations in nearly two-dozen countries. To learn more about The Carwash Show visit www.carwash.org. ■

Alan M. Petrillo is a Tucson, AZ, freelance journalist and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.



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"The NRCC 2012 show was a fantastic experience. It was a great crowd, everything flowed seamlessly and everyone I spoke with was having a wonderful time. Our exhibit booth had people in it after the show closed and they were turning the lights off!" - Lyn Palmer, Unitec

"The show was first rate in all aspects. The show is already starting to pay dividends for us. We are looking forward to next year!" - Marc Freeman, Benchmark Payment Networks

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AutoCareForum.com Gets New Owner

By Alan M. Petrillo

Bill Pitzer, the founder and long-time owner of AutoCareForum.com, has sold a majority interest in the carwash-focused Internet business to a Franklin, TN, businessman.

Jackson Vahaly, who is the group publisher of nine regional healthcare business publications in both print and digital formats, said he plans on making The Forum "...to be as helpful and enjoyable as possible to many carwash, quick lube and detail operators while increasing sponsor value. Everything I do related to The Forum will be to further those goals."

Pitzer said AutoCareForum.com has had a strong effect on the carwash industry. "The forum gave the little guy a soap box in this industry," said Pitzer. "It gave the little guy the ability to get help any time from others who have 'been there and done that.' There are more than 20,000 pages that make up The Forum. That's a lot of knowledge."



Bill Pitzer

Pitzer noted there were several reasons why he sold a majority interest in the business at this time, "the least not being the new tax consequences that were going to happen at the end of the year (2012)."

He continued, "I also was tired and burned out. I wanted to travel without being hooked up to my laptop every minute. Sometimes in foreign countries, it's a pain to get a connection and real expensive on a cruise. The Forum needed new and younger blood."

Vahaly pointed out that he had been looking for an opportunity to get into the digital publishing business on his own. "I have been professionally focused on digital (online) publishing for a while, and independently looking to make a move into that business," Vahaly said. "Although I can't personally bring any practical or operational value to the carwash industry, having never owned one, I think I can help with information sharing and delivery."

Vahaly said he anticipates "some modest changes" in AutoCareForum.com, "but the mission of The Forum won't change at all." Potential strategies, he added, "would be about improved communication among users and improved value for sponsors."

Pitzer said he is still involved in AutoCareForum.com. "Jackson is the younger blood and he will be making the decisions now," Pitzer said. "He has a lot of good plans. I'm just providing technical assistance and sometimes playing devil's advocate. I've got 16 years of knowledge that he can tap whenever he needs it."

Vahaly noted that carwash, quick lube and detail operators "shouldn't have any concerns about the future of their trusted community forum. Any and all input and feedback on The Forum – good or bad – are always welcome."

He added that he intends on being at The Carwash Show, April 22-24 at the Sands Expo and Convention Center in Las Vegas, NV, and looks forward to meeting as many industry people as possible. ■

Alan M. Petrillo is a Tucson, AZ, freelance journalist and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.



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Feeling A Little Stressed Lately?

By JoAnna Brandi

I'm just putting my finishing touches on a full-day Customer Loyalty workshop for a client, and as I interviewed people in customer-facing positions to uncover the obstacles preventing them from taking "Exquisite" care of their customers, stress was way up there on the list. I don't know about you, but I'm feeling a little stressed these days, too.

Stress has become a permanent part of our lives. Constantly blaring negativity wears away at positive attitudes (especially when you're in the middle between boss and customer) and keeping on top of it all requires as much effort as maintaining a healthy weight!

The worst thing about stress is that it can accumulate and cause a good deal of damage to the body, mind and emotions. I've learned that to prevent that damage – which can literally become life-threatening over time – the first thing you have to do is ask yourself a question, "Do I have to be a victim of my stress, or can I have more control over the way I deal with it?"

In working with clients and in my own life, I have found that the control we seek comes from understanding the body's physical responses to stress. By consciously managing those responses you can keep your stress levels down, and your energy, creativity and problem-solving skills up!

This is all a part of taking care of your "inner needs." If you want to take great care of customers, you really do have to take good care of yourself first! Stress management is a critical part of self-care and customer care – and it's something you probably started to learn way back when you were a kid.

For example, remember when someone (probably your mother or a teacher) told you to take a deep breath, or to count to 10 before getting angry or flying off the handle? It was great advice. Why is that? Our bodies have an internal mechanism that almost always overreacts to anything we perceive as "bad" or "wrong" or dangerous. Counting to 10 gives you time to slow down this mechanism, the automatic process known as the "fight or flight" reaction.

The Fight or Flight Response is a very handy (and life preserving) response to have in situations of real danger. To put all your energy and focus where it needs to be (on the danger), it actually shuts down some of your normal functions such as digestion, assimilation of nutrients, the fighting of infections and other internal processes. At the same time, it rushes blood to the skeletal muscles around your arms and legs and floods your body with stimulants like adrenaline and cortisol, giving you the strength and ability to defend your life.

This reaction was mighty helpful when we lived in caves and our lives were threatened daily by very real dangers like wild animals hunting for dinner. The Fight or

Flight Response (named after the choice our cave brethren had – either fight the beast or run away) is an automatic physiological response to danger whether real or perceived.

It's been an essential tool to the survival of our species. Those with a very weak response became dinner for the beast. Those with the strongest Flight or Fight Response ate the beast for dinner. And so we evolved...

The daily need to fight for our physical lives has diminished quite a bit over the years, but our bodies, so well programmed for survival in the wild, now react to almost any perceived negative occurrence (including an upset customer) by producing the same fight or flight reaction with its ensuing physical chemical and bodily changes. Because we don't actually have a use for these chemicals while we're sitting in the office (which cause a reduction in the ability to fight illness, adrenaline rushes, and all the responses I mentioned earlier), this becomes damaging to the body, the mind, and the emotions over time.

To complicate matters just a little more, when the Fight or Flight Response is triggered the mind begins to look for additional danger (like more beasts; isn't nature wonderful?), because our lives used to depend on us finding the beasts before they found us. So it looks for additional things that are "wrong" with a situation, and it filters out what is right.

This is a very handy reflex if you are a police officer, fire fighter or game show contestant. For the rest of us, who need such responses much less frequently, it negatively impacts our personal health, attitudes, relationships with co-workers, and our ability to provide the best possible care to our precious customers.

I take comfort in knowing that if I ever did have to run for my life, my body would respond well. In the meantime, I have to remember that when I start feeling that adrenaline surge through my body, and I feel my heart beating faster, I am actually damaging my body by suppressing my own immune system, blood cell production, healing and other vital functions. All this because the plane was late? I take three deep breaths, count to 10, and remind myself that I'm not fighting wild beasts today!

Try it now. Inhale deeply through your nose and fill your belly with air. Hold for a few seconds, and then exhale deeply, expelling all the stale air. Make your exhale a little longer than your inhale. Then repeat two more times. The fresh oxygen will send a signal to your sympathetic nervous system to take you out of Fight or Flight mode. It's like an "all clear" signal to the body to relax your muscles and get back to the other important automatic functions like fighting germs and digesting lunch.

Continued on page 30...



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When I take my three deep breaths I focus on words like "calm," "balance" and "peace" – the states I'd like to be in rather than the stressful state I was in. Try that too.

Taking that few seconds gives you the opportunity to choose your response – rather than just react to the circumstance in front of you. It puts you in a more appropriate state of mind and body to deal with customers who need your help.

Here are a few other things you can do when you feel yourself in pounding heart, tightening fist, racing blood pressure mode of Fight or Flight: Get up and move around – burn off some of the energy. Go out to the stairwell and run up and down the steps a few times.

Visualize yourself in a calm, serene place (I always see myself walking on a long deserted beach). Take a mental vacation!

Drink a cool glass of clean water and feel the cells in your body getting refreshed.

Stretch. Stand up, reach high into to sky and then touch the earth. Do a slow spinal stretch at your desk. Stretch your neck gently from side to side. Keep breathing while stretching.

Feel appreciation. Bring to your mind a person, situation, food, place or activity that you love. Vividly remem-

ber a time when you felt love and appreciation for it. Feel it now. Take your mindful energy and focus it on the area around your heart when you do this.

You get the picture! Choose a better response! Break the link between stimulus (the sound of your boss's footsteps in the hallway, the voice of an upset customer) and reaction (blood pumping, heart racing). Breathe, deeply, count to 10 and prepare yourself for a calm, easy, rational response. It takes practice, but all these things help to keep your stress level down and organs from wearing out too early in life. Want to stay young, and healthy? Learn to manage stress!

Your skill at managing stress – the Fight or Flight Response – is good for you, your co-workers and your vital relationships with your customers.

Take good care of yourself and your customers, and put your own "oxygen mask" on first!



JoAnna Brandi

JoAnna Brandi is the author of "54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World." You can learn more from JoAnna at Joanna@customercarecoach.com or visit www.ReturnOnHappiness.com

The advertisement features a central illustration of a person with a question mark on their head, surrounded by six different car wash entry station models: American Changer, Unitec, Standard Changer, ICS, DRB, and Hamilton. A large arrow points from the person towards the text below.

Bob owns Multiple Locations with Different Entry Stations
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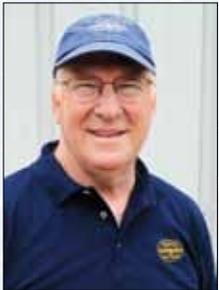
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Keep Current or You'll Have Pits Filled with Money!!!!

By Doug Rieck

I am writing this column in the heart of the 2013 winter washing season. I hesitate to think the thought let alone commit it to writing, but this winter has not been a bust, like previous ones. January was a solid month and November was a good month after the hurricane. My washes are based along the Jersey shore, and there is a lot of insurance and Federal money flowing into the area to help the recovery from Sandy. Yes, this summer the Jersey Shore will be open and ready for business. But it will be different, that is a guarantee. Will it be better? From a long-term viability sense the answer is "yes." I expected that by now my house would at least be under construction, but I am still months away from even starting. It just takes time, with many hurdles to cross. I do not have many good thoughts about our flood insurance system, however. I suppose it's better than nothing, but not ideal.

Pits Filled with Money

I am in constant amazement at the many little things that make up our customers' "experience" at the carwash. Yes, our people and their attitudes are critical, but I am going to disregard that part of the equation for now. At my washes, I have an automated self-service express business model where many of the customer vs. carwash interactions take place using technology and automation. It's wonderful, but it also imposes a higher standard on how I use technology. It must always work, and be customer intuitive.

The other part is that customers have been conditioned by other merchants to expect more. Case in point, my local Home Depot has a new 2nd generation self-checkout Kiosk. The Lowe's across the street has a much older payment Kiosk that takes a lot longer to use and is an ergonomic mess. Last week I went to the Home Depot because the self-checkout system was faster and easier. Then several days later, I had to pick up a specific product from Lowe's and was irritated by their payment Kiosk. A small point perhaps, but still a competitive edge for the Depot.

What that means to us is that there is a continual constant upgrade cycle. We are on a treadmill running to meet rising consumer expectations. I guess we can thank Apple and Samsung for raising the expectations of customers regarding technology. At my Express wash, which is a gated entry with tellers, I just realized in the past few months that after six years it is time to upgrade the entry stations. They work great, but just look sort of old being first generation and most importantly they just dispense dollar bills and coins. This is not enough in today's market. They also need to dispense \$5 bills. What is amazing is that it was so impressive

dispensing bills as change when I bought them just a few years ago. Now, it is just not enough for my customers or myself. But it gets worse. I still have an inbay automatic site that does not even dispense dollar bills, just many, many quarters. Yes, this will finally be the year that I replace that teller. This kind of stuff is very important because we are judged every single transaction by our customers. This is 2013 and they demand convenience. The old saying about boats is that they are holes in water filled with money. Carwashes are as bad because they require constant upgrades. I guess you can say that carwashes have pits filled with money.

Give Your Customers Options

It is not enough to just have the technology, but it must work reliably. A perfect example comes from my self service in January. It was a sunny Saturday. A middle-aged man pulled in driving a nice car. He had pulled into a bay and could not get the bay bill acceptor to work. I got him going and explained that we have two changers and the bays also take credit cards. He was a first-time customer and had no idea that there were changers. His total expectation was that the carwashing machine accept dollar bills like all other vended services. If the bay bill acceptor is broken he would have just driven off and we would have lost him forever. A quick side note, unless the Federal Government is prepared to stop printing dollar bills, their new talked about push for dollar coins will go no where. People like dollar bills, and with the Mars and Coinco's units we have the infrastructure at our fingertips.

Lightning Strikes Twice

In September one of my sites was struck by lightning. My bay credit card system had taken a few thousand-volt surge (along with a lot of other stuff) and it was down for several months waiting on the insurance check. I thought my customers were ok with this, but they emphatically were not. After talking with several regulars, I learned that there was a lot of discontent. They were used to paying with their card and I had let them down, never mind lightning storms and slow insurance claims.

We have to watch and listen to our customers. Good services and a clean car are just core. Our customers have been trained to expect more and if you fail in pleasing them, they just go to another wash or worse yet, they just do not wash in a professional carwash – with any of us. The more carwashes that delight and please the customer, the better it will be for all of us.

Continued on page 34 ...

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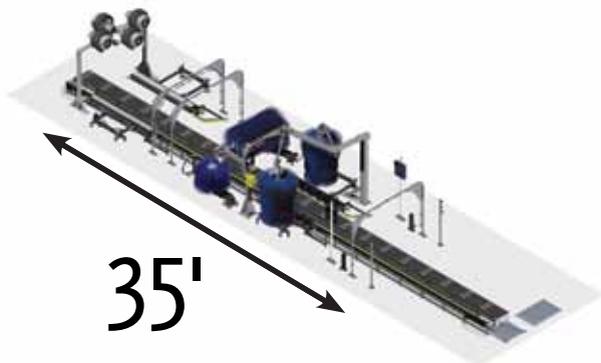
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Foam and Lights

I was reading in a recent Business Week about how a major industrial design firm had shifted from designing things to redesigning consumer retail experiences. Their spokesperson was quoted as saying that the consumer "experience" is critical. Their major new client is Audi, which is having this firm redesign the car purchase experience for them. I wash a lot of cars for several local car dealers and all of them consider this the important key area. I think there is a lot we as business owners can learn from this.

In my mind there are two hot innovations in conveyor carwashing. The first are the Lava Foam displays with gallons of viscous foam dripping onto cars. The next is light show systems that project images and logos on cars, windshield, hoods and sides.

I have mixed feelings about the waterfalls of foam, but will admit that they are great customer theatre. I guess a valid comparison is with the theme restaurant: T-Rex and Rain Forest Cafe, for example. The food and service are good, but you are going for the "show." To my 10-year-old daughter, going to Atlantic City means going to the Rain Forest Cafe. The truth is, I am jealous because in my older short express tunnel it would be very difficult to implement. I have enough rinsing issues already. It's not impossible, but I would have to change and add equipment. It's just not in this year's budget.

The other new idea, that of projecting images to make a light show, is awesome. This is something I can do. I know of one company that offers a carwash-ready projection system. I have talked several times to the vendor and watched the sensational videos of the system working on YouTube and really love it. The concept is simple. The projector shoots a full-color image on the front windshield of the car where it is covered with foam. A key element in the display is the image, logo or saying that is readily visible either inside the car (perfect for express) or outside from the walkway. You optically flip the image depending on whether customers are in the walkway or riding in the cars.

Making a slide is a simple thing for any carwash owner who has a computer and printer. The technology is simple and looks like it will hold up well. There are so many uses for this, and it is something that will reach out and grab customer's attention and perhaps even improve the customers "experience." There is that phrase again!

In a perfect world, I would wait until after the International Carwash Association's (ICA) The Carwash Show and look at it on the show floor. As we know, the world is imperfect. I am that excited about it that most likely I will have one installed by then. This week I spent time talking with the sales rep and looking at the website and videos.

Love the Clubs

My carwash resolution for 2013 is to expand and promote my Wash Club plan. The concept is simple. In case you are not familiar, the carwash offers unlimited washing for

one vehicle using some sort of tracking system. In return the carwash gets to bill the customer a set price every month. Whether the customer washes once a month or 20 times he pays the same price.

What the carwash gets is a set guaranteed stream of revenue coming in rain or shine. In most cases, your credit card processor bills customers automatically in a virtual terminal program. What you get is a big chunk of cash automatically dumped into your bank account. You also get regular repeat customers who can and do buy extras, and tell other people about your wash. At my monthly price point they believe that they are taking advantage of me. So spreading the word about a carwash that does not charge enough is easy. Do I charge enough, ABSOLUTELY!

I use radio frequency identification (RFID) to track the washes. This technology is a critical part of any carwash club. It is a part of the seamless customer experience.

One of my favorite television shows is Food Network's Restaurant Impossible with Chef Robert Irvine. The plot is simple, Chef Robert Irvine and crew go into a failing carwash – excuse me, restaurant, and turn it around in two days. The first issue is improving their food quality (wash quality), the next is managing the place and the final touch is a redo of the physical decor. Yes, it is a trite standard formula, but it is fascinating to watch and see the parallels to our industry. Again, the issue is meeting and exceeding customer expectations. There is no carwash impossible television show, but business is business and there is much we can learn from Chef Irvine.

Theft Prevention

On another less pleasant note, there are many economic issues today and it was just a matter of time before someone tried to break in at one of my carwashes. It happened recently. The bad part is that my DVR system was down due to the aforementioned lightning damage, and I had no recording. I was one of the first kids on the block using video recording and all the DVRs at my washes were more than seven years old, with assorted issues, and the quality was poor in comparison to the new stuff out today. So I ended up replacing all of it and adding an extra eight-channel unit for my location which has a Laundromat. The good part is that now we have many more features and all units can be viewed from my iPhone. At least some good came from the break in.

Wishing everyone a great spring washing season. ■



Doug Rieck operates Magic Wash and is a past president of the Car Wash Operators of New Jersey. He also sits on the CWONJ and NRCC board of directors. You can reach him at 609/597-SUDS or dougrieck@gmail.com.

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Be Conscious of Germs at the Wash!

By Valerie Sweeney

Hopefully, by the time you read this, spring will be in the air! But, as I write this in the middle of winter...not so much. It is freezing out, and I long for May to come. I've been writing towel tips for about 15 years. That's a lot of talk about towels. Today, I decided I'm going to venture a little bit away from my typical towel talk, and discuss germs.

We live in a cootie-aware society. It used to be just the "weirdoes" who wouldn't touch the handle on a public restroom door while exiting. Now more of us are using a paper towel to grab the handle and exit, or using our foot to keep the door open as someone else is walking in. We go to extreme measures to make sure that we don't catch someone else's germs. I can't tell you how many times I have gone to the grocery store and as soon as that cashier rubs her runny nose with her hand then grabs my next item to scan I am so grossed out and want to return the whole order. I never used to be that way, but I think our world has led a majority of us to be scared of sharing these germs.

Depending on how your carwash is set up, it's important

to at least have the appearance of being hygienic when cleaning other people's cars. Customers are more aware, now more than ever, and they are watching you. If the interior of the cars is being cleaned in front of the patron, they want to see some precautions. For example, workers should technically be wearing some sort of disposable glove. I personally don't think it's necessary to wear them if you are solely cleaning the exterior of the car, but when you are in the interior; your crew is touching some major common touch points such as the steering wheel, the dash and the console. These same people have been touching many other people's cars as well. Gloves give the added security that another customer's germs aren't getting in their car, or that germs held by the worker aren't being transferred to their steering wheel. These same gloves will also protect your employees from catching the customer's germs.

Speaking of cross contamination, a freshly washed towel, whether it's huck, terry or microfiber, should be used for each car that is detailed or wiped down in the interior. Once you

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have wiped someone's steering wheel or console, that same towel shouldn't be used on the next person's vehicle. It helps to stop the spread of germs from one person to the next.

Hand sanitizer and hand sanitizing wipes are readily accessible. People expect to see it, whether they are in the grocery store, school, or doctor's office. Customers like that added assurance, whether it's next to the cashier window or even on the courtesy cart.

The appearance of being sanitary and germ conscious is very important for many of your customer's overall experience. From the cleanliness of the common areas and bathrooms, to the appearance of your employees, people feel reassured with a clean atmosphere. I promise I will be back to talking about towels in the summer issue (aah...summer). ■



Valerie Sweeney

Valerie Sweeney is a towel consultant with ERC Wiping Products. You can reach her at 800/225-8473 or erc@ercwipe.com



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*Dear Venus and Mars,
Now that we've managed not to fall off the fiscal cliff (at least not yet, anyway), what do you think lies ahead for small businesspeople in 2013?*



Linda Feriod

Venus Says

The only word I can think of is “uncertainty.” As I write this column we have managed not to take the fall, but the big question is how do we deal with the “debt ceiling” as it fast approaches? I see the auto industry and housing market finally turning the corner with increases in sales. Credit remains tight for those with weak credit, but rates continue to remain low for those with excellent credit. Global economics is also encouraging with reports from Europe and China exceeding expectations. There are hopes that Europe’s debt troubles have passed and our stock market has continued to climb.

That is all the good news, however, it can all change quickly. Will Washington put a screeching halt to all these positive indicators? Unfortunately, there is a good chance that they will.

Let’s assume that they decide to put the US economy first and not their next election (a novel idea!). This could finally be a win for small business. Employment continues to grow which will help small businesses and we all know that if we can get people back to work we all benefit.

Consumers have been afraid to spend money for three to four years now, but in this time our major purchases, like our cars, have aged.

The average age of vehicles in operation in America is estimated to be at a record high of 11 years. Car sales increased in 2012 and should continue with that trend in 2013. This is especially good news for carwash operators, as new car owners take better care of their cars than an owner of an older vehicle. I believe that at the end of 2013 we will be toasting this year as the beginning of a long span of growth. ■



Paul Vallario

Mars Says

As I write this column I would love to say that 2013 has a prosperous business outlook in store for us. The truth of the matter is that I just don’t know. Not falling off of the fiscal cliff is certainly a good thing for small businesses. However, people are still seeing less money in their paychecks due to the end of a social security payroll tax cut that began two years ago. Although consumer-spending habits increased slightly in 2012, this tax increase may just level discretionary spending out.

In the carwash industry, we face bigger challenges such as weather, the rise in labor costs and threats of unions forcing their way into our businesses. The weather is just something that we have to keep our fingers crossed about. There is nothing we can do about it, and we just have to hope for the best. When Mother Nature cooperates we wash cars; when she does not we are all standing still. The weather forecasts used to drive me crazy, but after so many years of pulling my hair out I have none left to pull. So now I just hope for the best.

In 2013 I believe labor costs will be our biggest challenge, at least here in New York State. The latest bill enacted by Governor Andrew Cuomo calls for a more than 20 percent increase in minimum wage from \$7.25 to \$8.75 per hour. For tipped employees this rate will increase from \$5.50 to \$7.00 per hour. In addition, the bill calls for mandatory sick pay of up to 80 hours per year. In our industry, many operations start their line workers at minimum wage. This increase of more than 20 percent will be detrimental to our profit margins. Labor is the largest expense for a full-service operator. Absorbing this cost will be more than challenging.

Continued on page 41...

Venus and Mars, aka Linda Feriod and Paul Vallario, are carwash industry veterans. Linda has worked in her family’s carwashing business for 18 years. She has also been the President of the Penn/Del Carwash Association and has managed the Car Wash Operators of New Jersey. Paul Vallario operates Westbury Personal Touch Car Wash in Westbury, NY, and is the President of Urban Avenue Carwash Distributors and Consulting. He is a board member of the New York State Car Wash Association.

**If you have a question for Venus & Mars please send it to:
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I Can't See The Sign for the Trees!

By Perry Powell

Twenty years ago, one of my clients built a new c-store in western Massachusetts. At the time, the city required that the owner plant a number of 1- to 1.5-inch caliper trees in front of the store and you guess what happened. The trees have overtaken the sign and it cannot be seen in the direction of the most traffic.

Now This!

The town's historical commission with the help of the town and the Commonwealth of Massachusetts, have cooperated in an Obama Stimulus plan to plant 200 trees in approximately one mile of road frontage.

In one conversation with the Commonwealth engineer he actually said, "You know that we are planting Sherwood Forest out there!" He basically went on to state that the Commonwealth was doing the bidding of the city's historical commission and that we would need to go to the city. The city pointed us to a seven-member historical commission. This led to a hearing before the board.

During this hearing I made several points along two major fronts:

- ❖ The commercial free speech rights of the owner
- ❖ The science of signs and safety.

The Commercial Free Speech Rights of the Owner

The first hardship for my client is the newly imposed set of circumstances which will impinge on the owner's rights to speak to his customers as they pass his business.

This introduction of the proposed trees, in their current placements, is the equivalent of the "foreclosure of marketplace entry" and should be treated as such.

Prior to 1976, commercial citizens of the United States did not have commercial free speech. Three Federal Court cases set the tone for a new position and the corresponding litmus test for the administration of future regulation passed by regulators, as it relates to free speech and signs. Those cases are:

- A: Virginia Board of Pharmacy v. Virginia Citizens Consumer Council, Inc., (425 U.S. 748) 1976
- B: 44 Liquormart v. Rhode Island, (517 U.S. 484) 1996
- C: Central Hudson Gas and Electric Corp v. Public Service Commission, (447 U.S. 557) 1980

In The Virginia Pharmacy case, the court established a time, place and manner restriction on sign regulators, so long as regulations remain content neutral. The court went on to say that the restrictions must advance a significant government interest. They are also required to provide ample alter-

native channels for communication of the information.

The placement of the required trees when built, and the new trees being proposed by the city, commission and state, fall directly in the "place" area, of this issue. The regulators, while not crafting a regulation to achieve their objectives, have in fact obstructed the owner's commercial free speech and have not provided an alternative remedy under Virginia.

In addition, the limitation of the speaker's voice by obstruction, since the hearer may not see the speech, is equal to placing the speaker in a soundproof room, to say whatever they like. If the hearer cannot hear or has been limited by the regulator, then free speech has not been obstructed. The proposed trees are the governmental practice of prior restraint.

Prior restraint is said to have occurred when permission must be gained from the government, in order to speak, and the content must be reviewed. Obstructions to speech, which prevent communication to the hearer, are viewed as a prior restraint.

In *Grosjean v. American Press Co.* (297 U.S. 233 1936), a tax was viewed as a prior restraint. This case points to the fact that speech may be restrained by indirect methods, just as these trees may be seen to restrain speech.

The government regulators, by the introduction of the trees, have imposed obstructions to free speech that are outside of its regulations and achieve the purpose of silencing the speaker in a method not allowed under normal regulatory codes.

Under *Perry Educational Association v. Perry Local Educators Association* (460 U.S. 37 1983), the courts further defined time, place and manner by stating that the government may employ reasonable time, place and manner restrictions to regulate speech much in traditional public forums, so long as the regulation promotes an important interest, unrelated to the suppression of a particular message, and does not unnecessarily restrict the ability to communicate that message.

In the case of these trees, it is clear that the regulators have advanced a cause and left the speaker no viable alternative for communication. In that the regulators advancing the cause of the trees, are the same bodies, which also regulate the sign, their activities cannot be treated severely.

In addition, since there are serious questions, as to the placement of such trees, so as to cause the community to have to pay to remove these trees from the present power lines in the future, it would remain to be seen if the government has proffered the best and most limited solution to achieve it's aesthetic objectives.

Under the Fifth Amendment this action may be viewed as a taking, in which the proper appraisals of the sign and visibility should be conducted. This appraisal should be viewed with an eye toward revenue lost and devaluation of

property values. Compensation for all diminution of value is appropriate.

The Science of Signs/Safety

The trees here are also a detriment to the “safe way finding” of the motoring public. The obstructions do not give the motorists time or notification to safely enter the business premises. There must be a remedy granted for this set of circumstances.

It should be noted that the nice modern streets, sidewalks, traffic signs, power lines and traffic lights are not going to be removed in order to produce an historical context, so why should the commercial on-premise sign be singled out for a “slight of hand removal?”

In conclusion, there are many ways in which businesses are negatively affected by the decisions of regulators. Make sure that your business sign is protected at all costs. There is no replacement for the signs communicative value with your potential clients. ■

Perry Powell is a carwash consultant. He specializes in structuring quick turnarounds, business models, management methods and sales processes using the consumer behavioral science of Neuro-Marketing. He produces science-based signs and has vast experience expertly represents clients at variance hearings. He is not a lawyer. He is a sign expert. He can be reached at 817/307-6484, perry@perrypowell.com or www.perrypowell.com.



Perry Powell

Mars ... continued from page 38.

With consumers seeing less money in their paychecks, and still the threat of us falling off this fiscal cliff at some point, increasing our prices seems like an option that many consumers may not take to very well.

The threat of labor unions moving into our region, specifically in New York City, is another big challenge we face. There have already been some successful unionization in the city and there will probably be more to come. The best thing we can do to prevent this from happening is to get educated on what to do if a union representative shows up on your property. Be sure you are following all labor laws and do your very best to keep your employees happy. Following these suggestions is no guarantee that unionization will bypass your wash, but it certainly puts you in a better position.

The bottom line is that it is not getting any easier to run a business in 2013. With a combination of tax hikes on consumers, increased labor expenses and enforcement, I think we are going to see a strong surge toward automation. Full serves will be turning to flex serves and exterior tunnels. Conveyorized hand carwashes will be going back to machinery. Through automation we can drastically lower our labor costs and burden. We can offer consumers more competitive pricing without affecting our bottom lines. ■



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Outsourcing: A Little Work Can Mean Big Savings!

By Gary Sokoloski

With the age of the Internet, a whole new marketplace has emerged with products once never thought possible to purchase anywhere except from the original manufacturer. With expanding markets, the question of where to purchase something now has

more affordable options than ever. It seems more often than not a part that was once only available with an Original Equipment Manufacturer (OEM) stamp on it meant higher than reasonable retail pricing and that it was only available from one source. With the age

of the Internet and search engines it is now possible to find many of the products we all have traditionally only been able to find through one source. In some recent conversations with operators and on-service calls it is becoming more and more evident that the practice of "outsourcing" is here to stay.

Recently, we were called to rebuild an old high-pressure pump and tried our best to get it to run without leaking and knocking. After hours of labor, a new packing, seal kit, and rebuilding the entire pump, the outcome was less than satisfying. The pump had washed out its head and could not be saved. As we researched purchasing a new pump from the distributor of the equipment, the best they could offer for a new pump was approximately \$5,000. This price was far too high for the operator to afford. In searching some of the catalog companies we were able to find one for about \$3,500. In a last attempt, we searched the Internet (eBay) and were able to find a brand new pump for \$1,500. For those of you without a calculator app on your phone, that is about a 70 percent saving. Amazingly, the seller had two of them for sale, so we purchased both of them and now have one in stock for the next time. If we had known this to start with, I do not think we would have even considered rebuilding the old one. The cost of the new pump was about the same as the cost of trying (without success) to rebuild the old one.

In another instance, a customer had an older style auto cashier that they wanted to have rebuilt. Unfortunately, it had been used as a parts machine to keep other machines running and it needed most of the more expensive and hard-to-find electronic components. In researching the needed parts, and getting a quote from the



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Continued on page 44...



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manufacturer to rebuild this unit, it would be more cost effective to have gone out and bought a new one. So, we went back to the Internet and started gathering information and availability for these parts.

In the first attempt it looked like an unaccomplishable task. It seemed like everywhere we looked either the parts were out of stock or had been discontinued. In the most unlikely place, New Jersey, we finally found the needed credit card and cash acceptance equipment we needed from a vending machine company. Not so surprising was that in China we were able to find the other circuit boards, screen, and cables we needed to get the machine up and running. Locally, we found a sign company that could duplicate the faceplate and other decals and the machine looks and runs like new again. However, do not think this is always an easy search. It took some time to do this and some of the original searches that came up with no results came through

months later. There was no rush to finish this project so time was on our side.

For the most part, if time is on your side, the Internet can provide a wealth of products and savings for you and your business. Many times the product you are looking for is available, but may not be in stock. So, if there is time to wait to receive what you are looking for this can be a valuable parts resource. It does not matter if it is a large item, such as a main pump, or something as small as a roll of printer paper. The Internet and select retailers have broken down the walls that held us back and tied us to one company for many of our purchases. Just take the time to look at what you normally purchase and make the attempt to buy them more reasonably priced and enhance your supply chain.

With some knowledge about how and where to search, it is becoming easier and easier to resource the parts you need and save a considerable amount

of money in the process. I still believe that your local supplier/distributor is a valuable resource and will most likely be able to find the parts you need. In these days of constantly changing commerce, it only makes sense to shop around. As always, do your homework and make sure you are dealing with a reputable company. No one wants to spend time and money only to find out that the deal they thought they had is a part they will not be able to use. Just look in your closet or garage to see all of those things that were such a good deal you could not pass them up! ■

Gary Sokoloski owns Centerline Carwash Sales and Service in Wales, ME. He can be reached if you have questions, comments or suggestions for future articles at 207/375-4593 Office, 774/248-0171, or e-mail gscarwash@gmail.com



Gary Sokoloski

A good team is a great place to be, exciting, stimulating, supportive, successful.

A bad team is horrible, a sort of human prison.

-Charles Handy



Danger!

Be Extra Cautious When Working in These Areas

Workplace injuries and illness in the private sector have declined steadily every year since 2002, but millions of Americans are still hurt or killed on the job every year.

Where are employees at risk? Take a look at the Occupational Safety and Health Administration's (OSHA's) most cited workplace violations in 2011:

- ❖ Fall protection (7,139 citations)
- ❖ Scaffolding (7,069)
- ❖ Hazard communication (6,538)
- ❖ Respiratory protection (3,944)
- ❖ Hazardous energy (3,639)
- ❖ Electrical – wiring methods (3,584)
- ❖ Powered industrial trucks (3,432)
- ❖ Ladders (3,244)
- ❖ Electrical – general (2,863)
- ❖ Machine guarding (2,556)



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To join, please complete this application and mail it with your check made payable to:

Carwash Association of Pennsylvania.

Name _____

Co. Name _____

Mailing Address _____

City _____

State/Zip _____

Telephone _____

Fax _____

Email _____

Member Category (please circle one)

\$195 Single location operator

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

PRESIDENT'S COLUMN

2013 will bring yet another year of challenges for carwash owners and operators. It's no secret that small businesses continue to struggle as we head into our fifth year of recovery. I think it speaks volumes that small business owners seem more consumed about mandated health care costs, the condition of the current economy and actions of government officials than they do about the usual challenges of leveraging capital and securing quality employees. Unfortunately, this climate continues to stagnate the growth of small business as entrepreneurs take a wait-and-see approach in how they conduct business. The 2012 elections yielded little change on the federal and state level for Pennsylvania small business owners so the concerns about increased taxes and burdensome regulations are certainly legitimate – we're probably looking at another four years of the same.

Personally, I've never believed that the government could, should nor would play a significant role in the success of my business. It wasn't the government's hard work, ideas nor dedication that built my business and it won't be the government that will lift it up in these challenging economic times. I know that taxes continue to be burdensome and regulations are sometimes completely daunting, but I have faith that my unwavering commitment and resourcefulness will persevere.

As an organized industry, carwash owners and operators have a wealth of knowledge and resources available. The Carwash Association of Pennsylvania (CAP) remains committed to providing a platform for members to share best practices and take advantage of industry resources, but members must take the time to lift their heads from their day-to-day operations and engage with their peers.

This year CAP is taking a serious look at Pennsylvania policy and regulations that might offer some relief to our industry. It is our intention to assess the probability of support and success in identified areas and engage in partnerships with other trade associations to strengthen any efforts. CAP has also offered members informational symposiums about low/no cost marketing strategies, business structuring to assure accurate tax-bracketing and successful ways to leverage capital for new and existing businesses. These venues would help to streamline your business and, in the end, increase your bottom line. Please contact the CAP office if you are interested in any of these events.

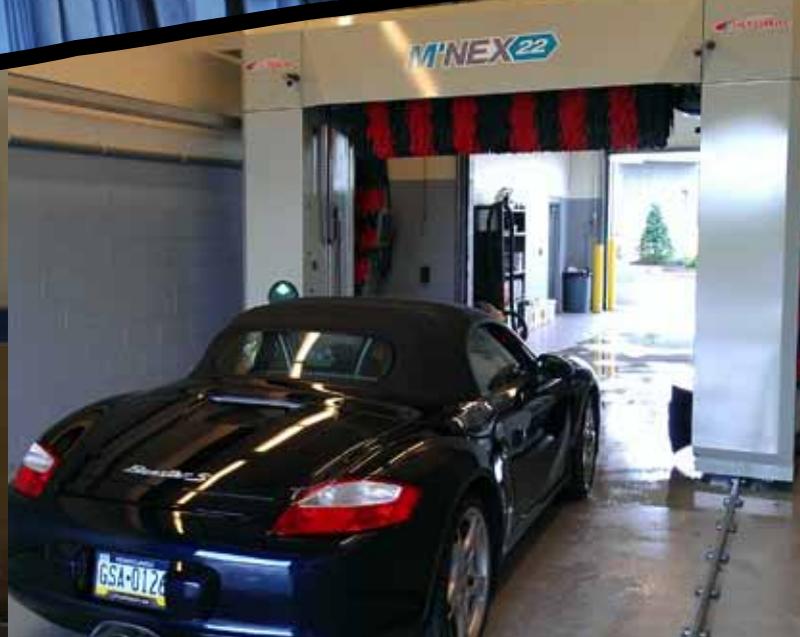
So this year I challenge my industry colleagues to "dig in" and lean on one another to not simply endure our challenging economy, but to succeed in spite of it. Let's work together, assess our challenges and choose our battles wisely. Let's not just work harder; let's work smarter. Stay engaged and connect with your peers and CAP – we look forward to working with you in 2013.

Keith Lutz

Carwash Association of Pennsylvania President

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HOLLYWOOD CASINO ~ GRANTVILLE, PA

THURSDAY, MAY 16, 2013
5:00 PM - 8:00 PM

Sponsorship Opportunities

Dinner Sponsorship ~ \$1200

Sponsorship includes:

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- Distribution of Literature at Dining Tables
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- Recognition & link on CAP WEBSITE

Dinner Table Sponsorship - \$200/Members \$225/Non-Members

Sponsorship includes:

- Company Sign at Sponsored Table
- Distribution of Literature at said Dining Tables
- Recognition in Dinner Program
- Recognition in Following Newsletter
- Business Card advertisement in Fall CAP Newsletter
- Recognition & link on CAP WEBSITE

May 16, 2013 CAP Annual Dinner and Table-Top Sponsorship Registration

Name _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

Sponsorship Level _____

Materials to be disseminated _____

\$ _____ Total Amount Enclosed



2013 ANNUAL DINNER AND TABLE-TOP SHOW

THURSDAY, MAY 16, 2013
HOLLYWOOD CASINO ~ GRANTVILLE, PA
5:00 PM - 8:00 PM

VENDOR TABLE-TOP SET-UP AT 4:30 PM

Take Advantage of Member Rates

| Table-Top Fee | 2013 CAP Members | Non - Members |
|---------------|------------------|---------------|
| Rate | Free | \$395.00 |

| Member Registration Fee | 2013 CAP Members | Non - Members |
|-------------------------|------------------|---------------|
| Rate | Free | \$35.00 |

Vender Registration includes:

- One 6 foot table, 5 dinner tickets, company listing in meeting materials & \$125 Advertising credit (note: this is a table-top display only, (space is not available for large displays)

Member Registration includes:

- Attendance to Reception, Show and Dinner for Member and Spouse
- Entry into Raffle Drawing for Flat-Screen TV or 2014 CAP Membership

To register, complete the form and mail with your check made payable to Carwash Association of PA ~ 430 Franklin Church Rd., Dillsburg, PA 17019
Space is limited; CAP members will be given first priority.

May 16, 2013 CAP Annual Dinner and Table-Top

Name _____ Company _____

Address _____ City _____ State _____ Zip _____

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Company Reps For Show _____

Product(s) To Be Exhibited _____

Items For Door Prizes _____

\$ _____ Total Amount Enclosed



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Final wash numbers were not available at time of reporting. Please check graceforvets.org for final total.

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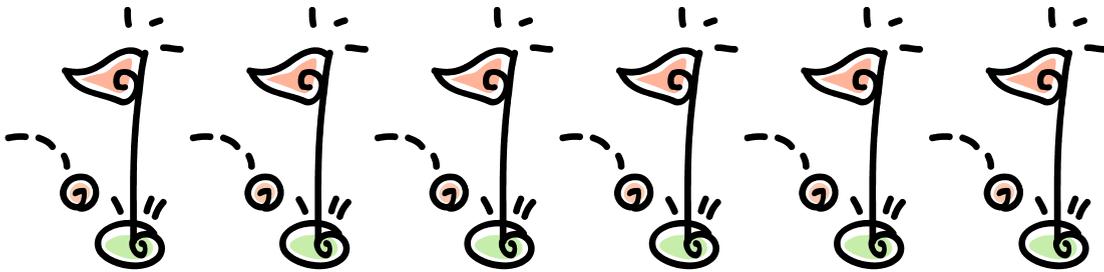
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THURSDAY, SEPTEMBER 26TH



Management Focus: These Traits Will Help You Lead

Every organization is different, and so is every employee. That means every manager has to find his or her own best style of leadership. Don't neglect these important traits of every successful leader:

- ❖ **Flexibility.** Learn what works in different situations, and don't stick to any strategy just because it's been useful once or twice in the past.
- ❖ **Emotional intelligence.** Understand what your people want from their jobs, and their lives. (It's more than a paycheck.) Manage them according to their needs, not just yours.
- ❖ **Honesty.** Tell the truth. If information is confidential, say so, but don't lie about it or evade the question, unless you want your employees to grow suspicious of your motives.
- ❖ **Accountability.** Let employees know what you expect, and hold them accountable for results. And hold yourself to the same standards.
- ❖ **Service.** Your employees work for your organization, not just you. Your role is to help them do their best work, not just to bark orders at them.
- ❖ **Focus on strengths.** Find out what your employees are best at, and what you're best at. Don't neglect gaps and weaknesses, but maximize strengths so everyone can work at the top of his or her game. ■

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Noah Levine

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| | |
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| JJ. Listro | Paul Ferruolo |
| Alan Tracy | Tom Mathes |
| Dwight T. Winter | Daniel Petrelle |
| Anthony Setaro | Joe Tracy |

*Deceased

CCA MISSION STATEMENT

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

WEWASHTCARS.COM

PRESIDENT'S COLUMN

Be careful what you wish for! It looks like we found all that snow we've been missing in the past few winters. As I type this column I can hear the wind re-arranging the snow I just plowed back ... onto the driveway. This is a good time to remember that winter conditions force us to be extra vigilant regarding slip/fall and cold protection issues. Keep a log of your sanding/salting events. The log will remind us to make sure we are keeping our wash sites as safe as possible and may prove valuable if we do have a slip/fall incident. A log can demonstrate that we have made an effort to maintain a safe site in case we have a claim of negligence. Remember this for the winter of 2014!

I'd also suggest that you keep your antifreeze systems set to kick in a little before the freezing point. Wind can freeze your gun tips sooner than you think. I always regret having to fix broken piping in subfreezing weather because I was a bit stingy with my weep water or antifreeze soaps.

I'm optimistic that the heavy snowfall this winter will translate into a healthy bug season this spring. Since the economic recovery is taking its sweet time arriving, perhaps nature can throw a little bug-spattered prosperity our way!

I couldn't afford to update my equipment in the last few years of this recession. But this winter season may give us the monetary opportunity to spruce up our washes. Remember our carwash vendors who have supported our association throughout the years. They have ideas and products to help you make your site(s) more attractive and productive for customers and potential customers. I remember getting comments from some customers about how much cleaner their cars were because of the new equipment I had recently installed. The "new equipment" at that time was blinking neon function lights in the tunnel. Perception counts for a lot in the customer's eye.

The CCA is presenting an Express Detailing Seminar on March 19 at the Simoniz Garage at 283 Park Road in West Hartford. Signup at www.wewashctcars.com and join us to improve your express detailing services or add a new profit center to your business.

Many of us have been tight on funds to pay even the most essential bills so your Connecticut Carwash Association membership renewal may have languished on the desk. Remember the successful efforts the CCA made to keep the sales tax off carwashing services. How much would that have cost you if that tax went through? Please support the only organization that is specifically looking out for the carwash industry in Connecticut, and renew your membership to The Connecticut Carwash Association. I thank the carwash operators and vendors who have faithfully supported our efforts in the past and continue to do so. Keep up to date on what's happening in your association by visiting our website at www.wewashctcars.com.

Noah Levine
CCA President

One Swell Wash!

Swell's Car Wash at 345 N. Main St. in Winsted, CT, is a perfect example of a wash that meets the needs of its small market. Serving the needs of greater Litchfield Country since 1990, its website says the wash's goal is to provide high quality services at a fair price.

Featuring one automatic bay and two self-serve bays that are open 24 hours there is an option for all customers.

It's easy-to-read signage is ample and eye catching to promote the various cost-savings programs featured at this facility including a Loyalty Program, Seniors Day Discount, Ladies Day Discount and a Veteran and Military Personnel discount. Swell Wash also offers a Charity Program to assist schools, athletic teams, local service groups and other nonprofits groups with fundraising. Hats off to owner Bill Lamoin. ■



This self serve in Litchfield County, CT, has been operated by Bill Lamoin since 1990.



Signage abounds at Swell Wash.

To learn more visit their website at www.swellscarwash.com



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L. Scott Frantz CCA Legislator of the Year



Past Connecticut Carwash Association President, and current International Carwash Association President, Mark Curtis, shares a photo op with 2012 CCA Legislator of the Year recipient L. Scott Frantz at Curtis' Cos Cob location. Frantz, who represents Senate District 36, was bestowed the honor for his outstanding efforts on behalf of all the citizens of Connecticut, in support of small and family-owned businesses to help create a strong business climate. ■

Follow These Safety Essentials

Vigilance alone isn't enough to ensure safety in the workplace. Ongoing planning is essential. Here are some tips:

- ❖ **Work with OSHA.** The Occupational Safety and Health Administration can schedule a walk-through of your workplace to help identify potential hazards.
- ❖ **Keep records.** Document every accident and close call. You'll do a better job of spotting recurring problems and preventing future injuries.
- ❖ **Train employees.** Incorporate safety tips into your regular meetings and conversations. Encourage employees to bring potential hazards to your attention promptly. The more involved they feel, the more responsibility they'll take. ■

CCA 2013 CALENDAR

APRIL 22-24

The Carwash Show
Sand's Expo Center, Las Vegas, NV
www.carwash.org

MAY

Go Cart Event
TBD

JULY

Paint Ball Event
TBD

SEPTEMBER 24

16th Annual Golf Invitational
Topstone Golf Course, S. Windsor
www.wewashcars.com

OCTOBER 7-9

NRCC
Trump Taj Mahal, Atlantic City, NJ
www.nrccshow.com

DECEMBER 5

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They never dare to try.*

—Mary Kay Ash



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Gov. Malloy Proposes Two-Year Budget

By P.J. Cimini

Governor Malloy proposed a \$43.8 billion state budget for the next two fiscal years that increases current spending by more than 9 percent over the biennium and extends three business taxes that were set to expire.

While the Governor did propose the extension of the corporation tax surcharge, electric generation tax, and insurance premium tax credit limit that were to sunset on June 30, he did not propose repealing the Car Wash Sales Tax exemption.

The budget policy fight now moves to the Legislature, specifically the Finance and Appropriation's Committees that will ultimately settle the tax and spending parts of the two-year budget. During this time, many special interests will be lobbying and advocating for an increased tax base (on items like our carwash services) in order to increase the state revenues coming into State Government to pay for their favored spending programs.

We will be working with key Legislative Leadership and Committee Chairs and Finance members to prevent this issue from becoming law. We'll need your help, so please work with the Connecticut Carwash Association (CCA) leadership and Legislative Committee to help support our small businesses.

Economic Priorities

The Governor did put forward a number of initiatives designed to help the Connecticut economy grow in the 21st century. Among his proposed initiatives are those boosting STEM (science, technology, engineering and math) instruction at the University of Connecticut ("Next Generation Connecticut,") the state's biosciences sector, and early education (a new state office, and an increase in the educational cost sharing formula). Also positive was the Governor's commitment to the state's successful Small Business Express program that has already helped 500 businesses and has a waiting list.

In addition, through bonding, he wants to provide support to towns for schools, roads and bridges, and economic development programs.

In other tax changes, the Governor proposes to exempt most vehicles in Connecticut (the first \$20,000 in assessed value) from the property tax; reinstate the tax exemption for clothing up to \$25; and offer a personal income tax "tax amnesty" program.

Streamlining Government

The Governor also proposed some more state agency consolidations and centralized functions. Prior to the

budget address, the Governor announced plans to rebalance long-term healthcare services and assist community-based nonprofit providers in improving the delivery of critical services. The budget also aims to simplify the state contracting process by standardizing financial reporting for private providers, streamlining payment processes, and creating a new, multi-agency centralized contracting unit for several agencies.

Some proposals in the budget would increase the Governor's ability to better manage the budget in deficit situations. They include increasing his recession authority from 5 percent of the overall budget to 10 percent; and extending it to municipal aid.

Spending Cap, Borrowing

Despite the fact that he made significant reductions in the current services budget, taking out \$1.8 billion across several areas (including aid to hospitals, Medicaid coverage, and by ending the Charter Oak Health Plan) the governor's budget proposal still increases current state spending by more than 9 percent over the next two years. What's more, the Governor proposes to modify the state's constitutional spending cap and increase borrowing in order to accommodate his initiatives. This approach, however, fails to avoid addressing the state's burdensome long-term liabilities, especially for healthcare and state employee retiree benefits that must be addressed.

Next Steps

The Governor's message is the first step in a long budget-approval process. Over the next several months the legislature and administration will negotiate the content of the final budget before bringing it to a vote later in the session. We will need to continue to lobby our local legislators, most importantly those on the Finance Committee which has control over taxing measures in the budget.

Small Business Express Program

Having already helped nearly 500 small businesses in Connecticut, the state's Small Business Express program is now getting some help of its own from the legislature's Commerce Committee. This program has been one of the Department of Economic and Community Development's (DECD's) top economic development tools. Since it was rolled out in 2011, the Small Business Express program has provided financial assistance in the form of grants and loans to hundreds of Connecticut's small businesses. The assistance may be used for the purchase of equipment, ma-

chinery or business expenses, as well as job creation financial incentives.

Not only has the program helped small businesses overcome the financial and economic obstacles thrown at them by the recent recessionary economy, it has enabled them to retain more than 5,000 jobs and create 2,000 new ones. What's more, despite all the businesses helped so far, there's an extensive list of additional businesses hoping to receive much needed financial assistance from this program.

New Mandates to Cost

Connecticut's state health insurance exchange has already adopted an Essential Health Benefit package that defines the group of benefits that insurance companies must offer in their products in the state in 2014. However, while the EHB package includes all of the state's existing health benefit mandates, new mandates proposed during this legislative session would not be included in the EHB package – and therefore would become a direct cost to the state. Under the federal healthcare legislation, federal dollars will be applied to cover Connecticut's existing EHB package for people receiving subsidized coverage through the state exchange. If state lawmakers adopt any new benefit mandates this year, Connecticut will have to subsidize their costs.

Small Business Impact

More important, the cost impact of any new benefit mandates will fall mainly on Connecticut's small businesses like our carwashes and affiliated vendors and businesses. Health benefit mandates are state laws that require fully-insured health plans to cover various health-care services. Since most small businesses purchase these fully-insured plans (larger businesses tend to self-insure), additional mandates will leave them vulnerable to the extra costs. And because the federally subsidized EHB package cannot be opened up and modified until 2016, at the earliest, small businesses would feel the cost impact for several years. ■

P.J. Cimini, Esq. is the CCA's lobbyist and a partner in Capitol Strategies Group, LLC, in Hartford. You can reach him at 860/293-2581 or pj@csgct.com.



P.J. Cimini

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Detail, Think About, Copy, Ponder, Love, Remember and Look at This!

By Cookie Anthony

While detailing is a year-round business, many people get their biggest urge to have their car detailed after a harsh winter of mud, salt and road grime.

At the Barn Carwash in Saugus, MA, John Coppolla and Victor Olivares expand detailing from cars, trucks, SUVs, vans and motor homes to boats and motorcycles.



John Coppolla and Victor Olivares of Barn Carwash in Saugus, MA, take pride in their detailing work.

I watched a grungy, dirty, moldy, filthy white inflatable zodiac type outboard turn pristine. I couldn't believe the transformation and wished I had taken a "before" and "after" photo. Joe Coppolla said, "One more scrub and two layers of polish will finish it up." I thought it already was perfect!

It seems that no vehicle from a motor home to a motorcycle is too large or small for them. Now we are into dinghy and not quite the Queen Mary... but who knows what might be next! Have any of you detailed an airplane?

Think About This!

Here's an observation. We got a carwash on a day that was in the '20s and saw six cars exit the tunnel. The four cars with male drivers went to the area with free towels and they wiped their car. The two cars with female drivers slowed, looked at the free towel area and kept on going. Just an observation, not saying who was smarter!

Copy This!

Are you looking for relatively inexpensive ideas to improve your wash? Why not consider the following:

- ❖ Put in your prep area bright rubber mats that make it easier for your employees to stand on hard concrete. By using two different colors you can help your customers line up their vehicle on your conveyor. (Idea compliments of Turnpike Car Wash, Peabody, MA).



- ❖ Cut a handle in your empty soap barrel to use for trash or go to Grainger and buy a top to put on the same barrel. The top will limit the size of trash that can be disposed. (Idea compliments of Magic Minit, Enfield, CT).



Ponder This!

During a casual lunch conversation a carwash friend said that several people in the industry don't believe in trying to "up sell" their customers. They set a price (low) and let the customers decide what they want without any pressure.

Do you think this will help or hurt your per car revenue?

Love This!

Freud said, "The things that matter most to people are love and work." From left to right are Alli, Jeffrey, Amy, Adam, Debbie and Bob Katseff celebrating love at Amy and Adam Katseff's wedding.



As for work, Jeffrey Katseff is employed by ZEP. If you see a smiling, eager to please, wonderful young man visiting your business, it just might be Jeffrey, a second-generation carwash businessperson.

Another sign that times are changing is that I got a lovely, hand-written “thank you” note from Adam. When I got married, almost 50 years ago, that was “woman’s work!”

Look at This!

Lil Sands, owner of the US Brushless Wash in Port Chester, NY, has made a goal for herself to see the wonders of the world. She’s been to the Great Wall of China and Machu Picchu. Her latest trip was to India to the Taj Mahal.

Lil brought back a Bindi for ladies to wear. Bindi keep away evil and is a mark of good luck. You wear it as a third eye.

You may ask how Lil can travel when she owns a carwash? The answer is that Lil’s daughter, Hope, runs



Lil Sands and Cookie Anthony.

the wash while she’s away. In fact, Hope had to rush to New York City to pick up a motor for their blower recently. So, we’re not just looking at fathers and sons, but also mothers and daughters in the business today.

Remember This!

According to Max Amsterdam, business is the art of extracting money from another man’s (woman’s too) pocket without resorting to violence. Happy extracting! ■



Cookie Anthony

Cookie Anthony is a former CCA Vice President and carwash owner.

Cookie’s Question To You! ?

In the book “Palace Council” by Stephen L. Carter there is a line that made me think of the Connecticut Carwash Association (CCA). It said, “Every organization of any kind can be reduced to two fundamentals – membership and money.”

Here’s my question to you, “Have you paid your dues yet? And, have you spoken to another new carwasher to encourage him/her to join as well?” Membership combined with money leads to strength, fun and learning.

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Simoniz' Gorra Joins ICA Board

Bill Gorra, CEO and President of Simoniz USA, has been selected to serve as a vendor member on the International Carwash Association's (ICA) Board of Directors.

Gorra, a huge supporter of the Connecticut Carwash Association (CCA), has spent 33 years in the professional carwash industry and expanded Syndet Products from 12 employees to Simoniz USA with more than 200 employees in four divisions.

He has led development of the Express Detail Program, Simoniz Tire Shiner, Simoniz Double Bond Program and Simoniz Hot Wax Program.

Bill Gorra, CEO and President of Simoniz USA



Simoniz USA, headquartered in Bolton, CT, is the oldest car care brand in the United States. ■

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No Single Answer To Leadership

Leadership consultant and blogger Tim Milburn likes to tell this story about the noted leader John C. Maxwell: As he finished up a speech, Maxwell was approached by a young man with a determined expression on his face: "Dr. Maxwell, what's the one thing I need to know in order to be an effective leader?"

Appreciating the young man's sincerity, Maxwell replied with the same determination, "Young man, the one thing you need to know is that there is more than one thing you need to know."

In anything that counts, success is based on lots of factors. Looking for one simple answer will rarely get you what you need. ■

Team Collaboration: Get Past The Obstacles That Hinder Innovation

Being creative in a team can be difficult. The pressure to conform, and the challenge of making your voice heard, can dampen anyone's impulses.

The key is having the right people around you. From Jonah Lehrer's book *Imagine: "How Creativity Works"* (Houghton Mifflin) come these two insights into unleashing the power of creative collaboration:

- ❖ **Mix strangers with acquaintances.** Teaming up with a bunch of creative people you don't know can be intimidating. But a team of close friends may not provide enough creative friction. Lehrer cites research around Broadway musicals and observes that the most successful theatrical teams are composed of a combination of familiar faces and new blood. Create a mix of intimacy and freshness with the people you bring on board.
- ❖ **Get an outsider's view.** After a while, any project gets too familiar to the people working on it. Both the flaws and the unnoticed opportunities become less obvious as time goes on. Bring in some fresh eyes to critique your work without preconceptions. You don't want tunnel vision to blind your team to the possibilities. ■

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CCA Encourages Members To Become WaterSavers

The Connecticut Carwash Association (CCA) has teamed up with the International Carwash Association (ICA) to offer its members the opportunity to become WaterSavers. Water-savers is an ICA program to help carwashes promote their business and the benefits of professional carwashing to consumers. This program is open to any CCA member in good standing. You do not need to be an ICA member to participate. The program costs \$129 per company.

The criteria for participation includes:

- ❖ All water discharge must be routed to water treatment or a leech/septic field as permitted.
- ❖ A backflow prevention device must be installed and operable on the potable water supply.
- ❖ All spray nozzles must be inspected annually to ensure maximum efficiency of water used.
- ❖ All water-saving devices must be maintained to original or improved specifications for the conservation of water.



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- ❖ Spot-free reverse osmosis concentrate (a.k.a. “reject”), if such a system is used, must be reused in the wash process.
- ❖ Conveyorized or in-bay/rollover washes need to average no more than 40 gallons of potable/fresh water per car.
- ❖ Self-service washes need to maintain high-pressure wash nozzles and pump systems that use fewer than 3 gallons per minute.

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The New Year has begun, we've survived the 'apocalypse,' and the recovery efforts from Super-storm Sandy continue to rebuild the Jersey Shore. Optimistically speaking, things are very good. I say this because a positive outlook on life is important to one's health, well-being and success. Of course, some things are easier said than done! But anything can be accomplished with ambition, determination, practice and perseverance. Perhaps our frame of mind is the single most important key to our survival in these uncertain economic times. I am a firm believer that our attitude will affect our 'destiny.' Think bad things and bad things will happen; think good things and good things will happen.

If we have a positive outlook hopefully our employees will follow suit. A positive atmosphere will be noticed by our customers as well as a negative attitude. A negative attitude is an invisible filth that lingers throughout your site. Now I know beyond a doubt that there is not one operator who would want litter and debris all over their carwash lot! I am sure I am not telling anyone something they don't already know, but I think we all need to be reminded from time to time to do a little mental 'housekeeping.'

As always, I would like to invite everyone to attend all the events the Board of Directors have planned for the coming year. This year the Board and I have decided to change our April meeting from an 'on the road' tour of carwashes to a 'pick a panelist's brain' dinner meeting. Hopefully, this thought-provocative format will be very helpful and informative to all. I encourage everyone to join us for dinner and come ready to ask our panel of experts plenty of questions. And remember the Chinese Proverb: "He who asks a question is a fool for five minutes; he who does not ask a question remains a fool forever."

AL VILLANI

*Al Villani
CWONJ President*



2013 CWONJ CALENDAR

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Progressive Car Care Promotes One Stop Service



By Alan M. Petrillo

When partners Charlie Vella and Jason Lambrinides bought Progressive Car Care in Totowa, NJ, in 2010, the carwash was run down, the oil change facility was in Vella's words, "a disaster," and the detailing center wasn't active enough.

But once they took over, Vella and Lambrinides breathed new life into the conveyerized full-service hand wash, turned the oil change around from a money pit to a moneymaker and got the detailing service up and running well.

Progressive Car Care, at 587 Union Blvd., is a 165-foot tunnel with, Vella said, "full service front to back, with no machines inside except soaps, rain arches and wheel blasters. In the middle of the tunnel are four employees washing cars with lamb's wool mitts."

Vella, 37, has worked in the carwash business for other owners about 18 years, while Lambrinides, 35, has a similar carwash work history. "We got tired of working for other people," Vella said, "so we saved our money and started our own thing.

The partners weren't afraid to take a chance on an older carwash that wasn't performing as well as it should because they believed they could turn it around. "When we bought

the place, it was very run down, the oil change was run down and the detail center was very quiet," Vella pointed out. "The quality of the wash being put out was poor, and our biggest thing is quality for customers. Since we took the place over, we've increased our business by 30 percent."

Likewise, the four-bay detailing center and the four-bay oil change weren't doing much business. The partners converted the oil center to a Mobil 1 Lube Express and immediately saw their business take off. "The Mobil name has a lot of strength behind it and a lot of brand recognition," Vella noted.

In order to keep the three types of service – wash, oil change and detailing – staffed properly, Vella said he typically has 50 employees working on the more than one-acre site. Vella estimated that 40,000 vehicles pass the wash each day on Union Boulevard, which is just off two major state highways – Route 46 and Route 80.

"On a busy Saturday, we wash 800 to 900 cars," Vella said. "We attribute that volume, and the quality product we turn out, to the checkers and supervisors who double and triple check all the work before the vehicle is returned to the customer."

Vella said Progressive Car Care washed 90,000 vehicles in 2012 and that he is projecting the wash will do 103,000 vehicles in 2013.

"We have a very upscale clientele here," Vella pointed out. "We wash a lot of BMWs, Mercedes, Lexus, Ferraris and Lamborghinis."

A full-serve wash at Progressive Car Care runs \$15.99, Silver wash is \$17.99, Gold is \$21.99, Platinum is \$23.99 and Platinum Plus, \$27.99.

"Our biggest seller is the Gold wash," Vella said, "followed by Platinum."

Gold gets the customer hand cleaned windows, towel dry, interior vacuum, undercarriage cleaning, machine cleaned mats, hot wax, Armor All on tires, triple coat polish wax, wheel brightener and forced air drying. Platinum adds interior Armor All and undercarriage rust inhibitor.

Oil change prices range from \$39.95 to \$69.95, and additional services, such as radiator or automatic transmission services, can be purchased separately.

The detailing center menu starts at \$49.95 for an express wax, \$99.95 for interior or exterior detailing, and \$199.95 for full detailing. An express mini detail is offered, beginning at \$79.95.

The partners have promoted Progressive Car Care in a number of ways, but chiefly rely on local newspapers, Valpak and Clipper magazine promotions, as well as the carwash's website (www.progressivecarcare.com).

"When we do coupons, our website specials are usually

Continued on page 67 ...



The crisp, clean look of this multiple profit center no doubt brings in customers.



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Progressive Hand Car Wash has risen from the ashes to be a significant player in the Totowa market.



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The Gold Wash for \$21.99 is the biggest seller at Progressive.

CWONJ Delves Into OSHA Compliance, Labor Laws at Monroe Meeting

(MONROE, NJ) The Car Wash Operators of New Jersey (CWONJ) met February 5 at the Crowne Plaza here to educate its members on Occupational Safety and Health Administration (OSHA) compliance and wage/hour laws. The topics were tackled by former (OSHA) investigator/consultant Jerry Zubenko and labor attorney Joanna Rich of FordHarrison LLP. The nearly two-hour program included much Q & A and an education on both topics. CWONJ members can receive materials on the meeting by contacting the association office at 800/287-6604 or visiting www.cwonj.com.

Also during the meeting CWONJ President Al Villani addressed the membership and updated them on the association's Jersey Clean program, its new scholarship program and upcoming meetings. Association lobbyist Patrick Stewart of Public Strategies Impact also updated the group on legislative activity at the capitol.

ICS representative Brad Metcalf won the 50:50 raffle and donated his winnings back to the association for inclusion their donation to the Children's Specialized Hospital golf fundraiser on June 10. To learn more about the Children's Specialized Hospital visit www.childrenspecialized.org. ■



Ecolab's George Ribeiro, ZEP's John Murachanian and Ecolab's Todd Whichard show that competitors can be friends.

For more information visit www.cwonj.com.



Tameric's Rich Boudakian, Magic Hand Car Wash's Dan Poltrock, and Xtreme Clean's Andrew Montoya and Mario Mendoza.



CWONJ President Al Villani of Supreme Car Wash in Newark kept the meeting moving along.



Former OSHA investigator/consultant Jerry Zubenko shared his knowledge with the group.



Lobbyist Patrick Stewart updated the membership on movement with the minimum wage bill.



Attorney Joanna Rich, with Ford Harrison, presented an overview of wage/hour laws as well as labor and employment law.

Progressive Car Care ... continued from page 64.

\$5 off a Platinum wash," Vella said. "We also do coupons for \$10 off a synthetic oil change or \$7 off conventional oil. We put our website together about a year and a half ago and are getting between 200 and 300 hits a week on it."

Vella said he and Lambrinides want Progressive Car Care to be a friendly place where customers feel welcome. "We have an in-house rule that if an employee is within four feet of a customer, the employee must say 'hello' or 'good morning' or somehow acknowledge the customer," Vella pointed out. "If a customer has a specific need in washing the vehicle, we put an index card with the information inside the car so that issue can be handled."

Vella said he and his partner plan on opening more full-service hand washes and "would love to take this nationwide." But, he noted, it all depends on how well he and the staff treat customers.

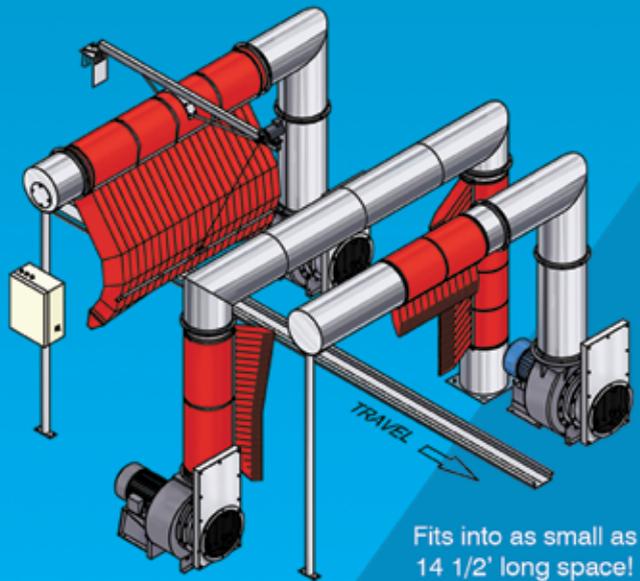
"I don't pay myself, my customers pay me," he said. "Our salaries come from customers who enjoy our service and the quality of our wash. If I don't take care of those customers, they won't come back, so we make every effort to keep them with us." ■

Alan M. Petrillo is a Tucson, AZ, freelance journalist and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.

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Governor Conditionally Veto's New Jersey Minimum Wage Legislation



By Patrick Stewart

Governor Chris Christie vetoed a Democratic proposal to raise the minimum wage and instead proposed hiking it by \$1 an hour over the next three years. Christie said the state economy was too weak to handle the Democrats' proposed \$1.25 increase all at once. He also rejected a provision in the bill that would have mandated automatic yearly increases in the minimum wage.

Instead, the Governor suggested adding more funding to the Earned Income Tax Credit, which is targeted at the working poor. Christie slashed funding for that program but said he would restore those funds if the Legislature agrees to the changes he's making in the minimum wage bill.

Under Governor Christie's proposal, New Jersey's minimum wage earners will receive an immediate raise of 25 cents per hour in the first year, followed by a second-year increase of 50 cents, and finally another 25 cent per hour increase in the third year. By combining both immediate and long-term increases to minimum wage pay and removing the volatile unpredictability of automatic increases, the Governor's plan will give workers the relief they need and also give

New Jersey's small businesses a short, but necessary, period to plan for the implementation of a one-dollar increase.

By vetoing the Democrat plan, the legislation goes back to the New Jersey Assembly and Senate for consideration on the changes the Governor suggested. It is now up to state lawmakers to decide if they go along with Christie's changes, but the bill sponsor, Assembly Speaker Sheila Oliver, immediately ruled that out. She and Senate President Stephen Sweeney have also drafted plans to put a minimum wage increase and automatic yearly adjustments on the ballot in November.

Sweeney added that putting the question to voters is the only way to depoliticize the issue. "(Christie's) action shows that he believes politics and politicians need to remain part of the process on minimum wage. I think they need to be removed from it entirely," said Sweeney.

The constitutional amendment, which still needs final legislative approval, would ask voters if they'd like to increase the state's minimum wage from \$7.25 to \$8.25 and tie future increases to the Consumer Price Index (CPI). It

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Tim Weigel (left), and **George Kelly**
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can be placed on the ballot in November without Christie's signature. Christie said in his veto message that Oliver and Sweeney never reached out to strike a bargain on the minimum wage bill, which forced his hand. ■



Patrick A. Stewart

Patrick A. Stewart is a lobbyist with Public Strategies Impact. You can reach him at 609/393-7799 or email him at pstewart@njpsi.com.

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The Car Wash Operators of New Jersey (CWONJ) and the New Jersey Department of Environmental Protection (NJDEP) have created a partnership that will provide charities and non-profit organizations with an opportunity to hold fundraising carwashes at commercial carwash facilities. While charitable carwashes perform a valuable service to our communities, these activities can also result in unanticipated impacts to the State's water resources by discharging pollutants such as petroleum hydrocarbons, surfactants as well as nutrients and metals which can flow into a storm drain, eventually making its way to our rivers, lakes and streams.

The CWONJ and the Department are soliciting CWONJ members to join our partnership and provide charities and non-profit organizations with discounted carwash tickets (by 50 percent) that they can resell at face value. This is truly a situation where all parties benefit. Charities and non-profit organi-

zations can raise money for their causes, the Department accomplishes their goal of protecting water quality, and CWONJ members gain valuable exposure in the community. In addition, CWONJ members have the satisfaction of knowing that they are doing their part to protect the environment.

The first step is to become a participating carwash by completing and returning the application below. The CWONJ will then post your wash on our web site and that of the NJDEP's. The CWONJ also did a mass mailing to school and scout groups to encourage participation. Interested groups will then contact your carwash directly. Participating CWONJ members will receive a set of posters and a Certificate of Recognition from the NJDEP. The NJDEP will also publicize the effort through its outreach programs. ■

For additional information contact the CWONJ at 800/287-6604 or 518/280-4767 or visit www.cwonj.com.

CWONJ Mailing Address:

CWONJ, PO Box 230, REXFORD, NY 12148 • 800/287-6604 • PHONE/FAX: 518/280-4767
mediasolutions@nycap.rr.com

PUT YOUR WASH/BUSINESS ON THE CWONJ WEB SITE!

As an added value to our members we will be listing our member's carwash locations on our internet site at NO ADDITIONAL COST to members. Please, complete the form below by providing the information that you want posted on the Web site. (i.e. if you use your home phone number and don't want it posted on the Web site don't fill out that section). If you have multiple locations please copy this form and complete a form for each location you want listed. If you have any questions please call Suzanne Stansbury at (800) 287-6604, Fax (518) 280-4767 or send your information to: PO Box 230, Rexford, NY 12148.

Carwash Name _____

Physical Location _____

Telephone _____

E-mail _____

Owner or Contact Name _____

Type of carwash and services provided: *(please circle all that apply)*

- | | |
|------------------|-------------------|
| Full service | Detailing |
| Exterior | Gasoline |
| In-bay automatic | Lube Center |
| Self Service | Convenience Store |
| Express Wax | Other |

Are you a carwash manufacturer or supplier? (Give a brief description of the service(s) you provide.) _____

Yes, I give my permission to have my carwash location listed on the Car Wash Operators of New Jersey Web site.

Authorized Signature _____

Title _____

I also give my permission to have the CWONJ Web site linked to my Web site. My Web site address is:

IMPORTANT: This registration must be returned or your carwash won't be listed and shown on the Web site as a member.



Fundraising Car Wash Participation Form

Sponsored by the Car Wash Operators of New Jersey with support from the New Jersey Department of Environmental Protection

Thank you for your interest in participating in the CWONJ and NJDEP's partnership Fundraising Car Wash Program. Your efforts will help numerous charities and improve New Jersey's water quality. CWONJ will create a list of participating CWONJ members that will then be supplied to schools, religious organizations and other charities and non-profit organizations.

Participating CWONJ members provide charities and non-profit organizations with discounted car wash tickets (by 50 percent) that they can resell at face value instead of holding car wash fundraisers.

For more information about this program, please contact Doug Karvelas, Car Wash Operators of New Jersey, at (609)888-2568 or Bruce Friedman, New Jersey Department of Environmental Protection, at (609)633-7021. Additional information is also available at www.cleanwaternj.org.

Car Wash Facility Name: _____

Address: _____

City/State/Zip: _____ County: _____

Contact Person: _____ Title: _____

Phone: _____ E-mail: _____

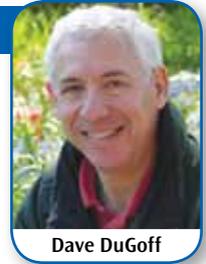
Website (if applicable): _____



Please mail or fax this application to:

Broad Street Car Wash
2569 South Broad Street
Hamilton, NJ 08610
Fax: (609) 888-4405





Dave DuGoff

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WWW.MCACARWASH.ORG

If you have an MCA story idea or wash you think we should feature, drop us an email at: mediasolutions@nycap.rr.com

PRESIDENT'S COLUMN

Here in the DC market, we had about an inch of snow in January, after a cold freeze that was the worst I can recall; a string of days in the 20's. This was a good test for in-bay automatics without doors, and it was a struggle. However, an inch of snow is all it takes to salt the roads and create the best carwash weekend I can remember in several years. But, when you add it all up, January was only an average month, not great, not terrible, just average, at least in our market.

Sometimes, I think I'd rather skip the snow, and just have a less stressful average month. But, then I remember that the salt will keep kicking back up on cars for a couple of weeks, and may yield a better February.

Our last Mid-Atlantic Carwash Association (MCA) meeting was a throw back to an earlier time. Did you ever go on factory tours? Maybe your parents would take you to the Corning Glass factory or Kellogg in Battle Creek. Well, we have our own factory, in Maryland, that has risen to international recognition – Unitec Electronics in Elkridge. Unitec makes unattended payment systems. Touring the plant where the ideas are sculpted in Styrofoam and become steel entry units was nothing short of fascinating. We enjoyed a historical tour of how the company grew from Erik Eden, co-founder, and dinner in the warehouse. When a friend invites you into their home and shares their most precious accomplishments, you feel honored to be there. You feel fortunate to have friends.

I should add that Pam Piro, President of Unitec, has been an integral member of the MCA Board of Directors for many years. She has been in our corner in many ways and many times. She is also on the International Carwash Association (ICA) Board of Directors and has served in numerous roles for the ICA. Pam is one of the people who make this industry great. We are so lucky that she chose Unitec to make her home.

I have been hinting that MCA has something "big" to announce. Well, we do. MCA is launching "Wash to Save the Bay," to be held on June 1, to support the Chesapeake Bay Foundation (CBF). We feel that we have a natural connection with the Chesapeake Bay Foundation – water. Our business is water, with a little pixie dust thrown in for foam and color. CBF has been working for more than 40 years to clean up the Bay and we are seeing results.



CHESAPEAKE BAY FOUNDATION
Saving a National Treasure

The event will be modeled on the successful fundraising event that you are no doubt familiar. Carwashes will be able to sign up and pledge online, obtain materials through our website, and make payment online to CBF. We intend this to be an annual event and hope that it grows every year. Look for details on the MCA website. The official launch of the event will be our meeting on March 27, to be held in Annapolis at the Sheraton. Our speaker that evening will be from the Chesapeake Bay Foundation.

I hope this issue finds you in a wonderful pollen season!

Dave DuGoff
MCA President

2013 MCA MEETING DATES

MAY 8

Warrenton, VA

SEPTEMBER 11

Hanover, MD

NOVEMBER 13

Sterling, VA

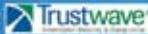
For more information
visit www.mcacarwash.org

MCA Mid-Atlantic
CARWASH
Association

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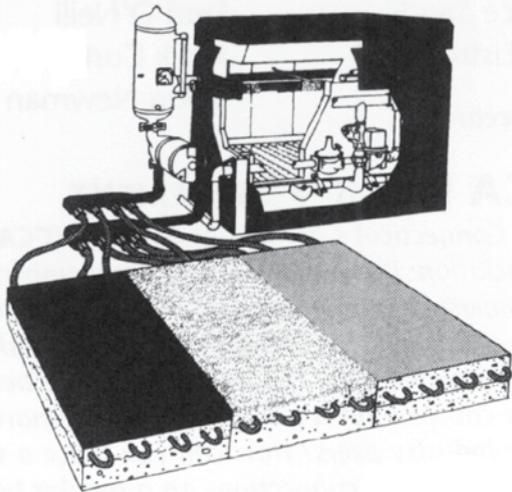
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MCA Tours Unitec Electronics in Elkridge

On November 29, 2012, the Mid-Atlantic Carwash Association (MCA) Fall Membership Meeting was held at the Unitec Electronics facilities in Elkridge, MD. Board member and Unitec CEO Pam Piro arranged for a tour of the plant where unattended payment systems are manufactured. A wonderful barbeque buffet and presentation followed in the plant's warehouse.



Jen Ward and Joyce Dorak ready the cake for consumption.



For information on the association's next membership meeting visit www.mcacarwash.org



MCA members Bob Heid and Jonathan Braun kick back and catch up.



Unitec CEO Pam Piro graciously opened up her company to the MCA.



The MCA received a warm welcome from the Unitec staff and management.

The group took a fabulous tour of the impressive Unitec plant.



Lyn Palmer and Tracy Fitzgerald of Unitec.



24th Annual Convention and Trade Show
Hosted by The Car Wash Operators of New Jersey

October 7-9, 2013

Trump Taj Mahal Hotel & Casino
Atlantic City, NJ

Mark your Calendars!

The NRCC does it once again!

“GREAT JOB with the show. I think it was the best show yet; it felt like the most attended show we have had so far. We were swamped from about 20 minutes after the show started up until the last hour of the 2nd day.” - Miguel A. Gonzalez, Micrologic Associates

“The NRCC 2012 show was a fantastic experience. It was a great crowd, everything flowed seamlessly and everyone I spoke with was having a wonderful time. Our exhibit booth had people in it after the show closed and they were turning the lights off!” - Lyn Palmer, Unitec

“The show was first rate in all aspects. The show is already starting to pay dividends for us. We are looking forward to next year!” - Marc Freeman, Benchmark Payment Networks

Thank you to everyone who came out to support the show!



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781/245-7400 • fax: 781/245-6487
info@newenglandcarwash.org

WWW.NEWENGLANDCARWASH.ORG

PRESIDENT'S COLUMN

A few weeks ago, a young man walked into my carwash and asked for an application. He spent 20 minutes diligently filling out my two-page application in my detail waiting area sitting next to a customer. He handed me the application, thanked me, and I thanked him for applying and let him know I would be in touch with him soon, a situation that has happened hundreds of times in the last few years.

After he left the customer who was sitting in the waiting room walked up to me and laughed, saying, "Ha, this job has no qualifications. Anyone can dry off cars." As we know, his statement couldn't be further from the truth. I probably receive 50 to 100 applications from walk-ins for every position I fill (I have a low turnover), a rate probably similar to Goldman Sachs. I spent the next 20 minutes explaining to the customer why he was completely wrong about the hiring standards for a carwash.

It is really important that our customers realize that we are professionals. We spend a lot of time researching the chemicals and dilution ratios, tweaking equipment, hiring and training employees, constantly repairing equipment, and purchasing new equipment. We need to do everything we can to make sure customers understand this mix. Keeping our carwashes looking good, well maintained and run by professional employees adds value to your business, making the customer more likely to wash his/her car more often at your carwash.

The New England Carwash Association (NECA) has and continues to help its members set a professional tone for their businesses. From conducting surveys to see what our customers are looking for in a carwash to a winter meeting focusing on customer satisfaction training, we help your business have that professional image. Our next tabletop event will be on Tuesday, May 21. I encourage you to join us for our bus tour in the afternoon and get ideas from other carwash operators. Then stay for our buffet dinner and tabletop show for a great opportunity to meet with other owners and vendors. I am looking forward to seeing you on May 21!

Adam Korngold
NECA President

MAY 14
Annual Table Top
& Carwash Tour
www.newenglandcarwash.org

2013 NECA Scholarship Financial Aid for Members of the NECA Community

Today, a high school education isn't enough but it's increasingly difficult to meet the high cost of post high school education and training. NECA offers scholarships to NECA member company employees and their direct family members. In 2012, we awarded two, \$1,000 scholarship.

The deadline for application submission is April 29, 2013, and the recipient will be notified on or before June 3,

2013. Please encourage your employees and/or their family members to take advantage of this valuable member benefit. All the details and the scholarship application are posted in the members-only section of the NECA website www.newenglandcarwash.org or contact the NECA office: 781/245-7400. ■



Welcome/ Welcome Back Supplier Members

McNeil & Company, Inc.
Saratoga Springs, NY
contact: Mike Benmoschè,
National Carwash Program Specialist
607/220-6344 • m benmosche@mcneilandcompany.com
www.mcneilandcompany.com

Michael Geller Distributors
Needham, MA
contact: Michael Geller, Owner
781/788-9933 • m gellerdist@verizon.net

Money Systems Service
Billerica, MA
contact: Walter Sullivan, Owner
978/667-2284 • wolfen1964@comcast.net

Welcome Operator Members

Alliance Energy LLC
26 locations in MA, RI, NH, CT
contact: Micah Smith, Car Wash Operations Manager
781/697-8438 • m smith@allianceenergy.com

Route One Car Wash LLC
Saugus, MA
Contact: Joseph Salines Jr., Owner
617/839-9568 • joejr@routeonecarwash.com

Wash N Depot
So. Easton, MA
contact: Jon Carroll, Business Manager
617/293-6061 • rrc.joncarroll@yahoo.com
<http://www.washndepot.com>



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TREASURER'S REPORT New England Carwash Association

Jan. - Dec. 2012 Final

Income

| | |
|----------------------|-------------|
| Interest Income..... | \$1,124.97 |
| Meetings..... | \$30,102.00 |
| Member Services..... | \$899.98 |
| Membership..... | \$32,861.66 |
| NRCC..... | \$22,473.95 |
| Scholarship..... | \$1,250.00 |

Total Income..... \$88,712.56

Expenses

| | |
|------------------------------|---------------|
| Board Expenses..... | \$3,637.35 |
| Insurance..... | \$1,912.00 |
| Management Services..... | \$38,769.38 |
| Meetings..... | \$29,802.97 |
| Member Services..... | \$3,191.31 |
| Membership..... | \$791.98 |
| Office Expense..... | \$3,102.03 |
| Professional Expense..... | \$2,125.00 |
| RI Anti-Sales Tax Initiative | |
| Donations..... | \$(12,000.00) |
| Expenses..... | \$15,884.36 |
| Tax..... | \$15.00 |

Total Expenses..... \$87,231.38

Net Income..... \$1,481.18

| | |
|-----------------------------|----------|
| Other: Washforacause | |
| Administrative Income..... | \$139.00 |
| Administrative Expense..... | \$699.36 |
| Donations..... | \$800.00 |

Cash Balances

| | |
|-----------------------------|--------------|
| Citizen's Bank Savings..... | \$174,147.57 |
| Citizens Checking..... | \$20,180.18 |

Total Checking / Savings..... \$194,327.75

The Conversations Continued!

NECA's winter meeting held on January 8 at the Dedham Hilton provided lots of answers and much food for thought. To build upon discussions in "The Solution Room," our fall meeting, we assembled a panel moderated by Bob Katseff of Turnpike Car Wash. Our panelists were Brian Messina of Royal T Car Wash, Terrance Elder of Triple Play Car Wash and Greg Thompson of Bedford Car Wash.

The questions and discussions were far ranging and featured lively audience participation. Here's a sampling of the topics addressed:

- ❖ Using foam brushes in cold climates
- ❖ Creating employee incentives to upsell
- ❖ Paintless dent removal and other potential profit centers
- ❖ Unlimited carwashing programs
- ❖ DPW salt trucks use of self serves
- ❖ Limiting liability from slips and falls
- ❖ LED lighting
- ❖ Credit card use in self-serve bays and
- ❖ Staffing on rainy days.

At this meeting, the following outgoing board members were also honored. These included:

- ❖ Ron Bousquet, for his dedication to the office of President, 2011 – 2012
- ❖ Joe Mead, in appreciation for his service as Treasurer and as a member of the Board of Directors, 2008 - 2012
- ❖ Gary MacKenzie and Russ Picard, in appreciation for their service as members of the Board of Directors, 2010 – 2012
- ❖ Jeff DiLauro, in appreciation for his service as a member of the Board of Directors, 2011 - 2012

Special thanks to
Autowash Maintenance Corporation
who sponsored the winter meeting,
dinner and program.



Team Triple Play strikes a pose.



Meetings such as this provide a great forum for open exchange between members.



Jeff DiLauro (left) was honored for his year of service as a board member by NECA President Adam Korngold.



Panelists Terrance Elder, Greg Thompson and Brian Messina.

MARKETING OPPORTUNITY - NECA TABLE TOP SHOW

Tues., May 21st, 2013 ~ Holiday Inn/Dedham, MA ~ 5:00 - 8:30 p.m.

Vendor Set Up at 3:00 p.m. ~ Buffet Dinner from 6:00 p.m. ~ Dessert & Prize Drawings at 8:00 p.m.



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- Links to current members' web sites in our electronic promotions
- Complimentary set of mailing labels to advertise your participation in the Show - exclusively for current NECA members
- Program with your company product/service & contact information
- We provide lead collection tools for your lead generating raffle prize. And, we'll promote your prizes in the program & conduct the drawing for you.
- Exhibitors-only raffle to show our appreciation

SPONSORSHIP INFORMATION:

For more visibility, visit our web site www.newenglandcarwash.org

REGISTRATION

NECA Members: \$275.00 Non-Members: 325.00

Registration includes one 6-foot table; electricity (upon request); complimentary buffet dinners and vendor prize drawing tickets for two (2) company reps (3 if you purchase 2 tables); exhibitor "tools"; promotional credit in printed and broadcast material, on the NECA web site and in the Northeast Carwasher.

NOTE: Please remit payment by May 13th, 2013
If your registration payment is not received, your table may be released to another exhibitor.

CANCELLATION POLICY: All cancellations are subject to a \$25 administrative fee. Refunds are not available for cancellations received after May 13th, 2013

THREE EASY WAYS TO REGISTER as an exhibitor and/or sponsor

1. EASIEST! VISIT OUR WEB SITE
www.newenglandcarwash.org OR
2. Complete this form and fax with credit card information to 781/245-6487 OR
3. Complete this form & mail with a check payable to NECA to 591 North Ave., Ste. 3-2
Wakefield, MA 01880

Reserve an Additional Table and Save \$50 off the regular table rates - maximum of one extra table per exhibitor.

QUESTIONS? 781/245-7400 info@newenglandcarwash.org

Please note: Registration fees for this event are not tax deductible as charitable contributions; they may be deductible as ordinary and necessary business expenses. If you have special needs (per ADA) in order to participate in this event, please contact the NECA office.

2013 Show and Contest Theme: We encourage you to create a display that best reveals how your products and services offer customers true solutions to their challenges. **The winning exhibitors receive prizes & additional, post-show PR.**

The winning exhibits will be: 1. the most successful in aligning with our theme; 2. the most eye-catching display of otherwise "mundane" products/ordinary items; 3. the best in show - a successful combination of effective branding, best overall appearance, creative display of products, attractive design & use of space.

2013 NECA Table Top Exhibitor - PLEASE COMPLETE AND PRINT NEATLY.

CONTACT PERSON _____ JOB TITLE _____

COMPANY _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE () _____ FAX () _____ WEB SITE _____

E-MAIL _____ ITEMS TO RAFFLE _____

COMPANY REPS FOR SHOW 1. _____ 2. _____

IF YOU HAVE PURCHASED TWO TABLES, BE SURE TO NAME A 3RD REP.

PRODUCTS & SERVICES (FOR PROGRAM LISTING AND WEB SITE): _____

NECA WILL ASSIGN TABLES ON A FIRST COME, FIRST SERVE BASIS. WE WILL TRY OUR BEST TO HONOR YOUR PREFERENCES SO PLEASE BE SPECIFIC.

WE WOULD LIKE TO BE NEXT TO _____ WE PREFER TO BE AWAY FROM _____

NUMBER OF TABLES _____ YES, WE NEED ELECTRICITY. OTHER SPECIAL NEEDS? _____

EXTRA DINNERS[#] YOU WOULD LIKE TO PURCHASE: # OF MEMBERS AT \$20 EACH _____ # OF NONMEMBERS AT \$30 EACH _____

TOTAL FOR TABLES \$ _____ TOTAL FOR EXTRA DINNERS \$ _____ TOTAL \$ _____ ENCLOSED OR TO BE CHARGED TO ...

CIRCLE ONE
MC VISA AMEX DISCOVER # _____ EXPIRATION ____/____ SECURITY CODE # _____

NAME ON CARD _____ BILLING ADDRESS _____
IF DIFFERENT THAN ABOVE

*NAMES _____ CITY _____ STATE _____ ZIP _____

Money and Success: How Much Do You Need?

Money can't buy happiness, but salary is one measure of success in our society. So how much money do people need to earn in order to feel successful?

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NRCC 2013

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Success is built on a foundation of self-knowledge. If you find that you're sabotaging your own efforts, try asking these questions to get at the root of the issue:

- ❖ **What unproductive patterns keep returning in your life?** Maybe the answer is procrastination, fear of trying something new, or lack of trust. Identify it so you can deal with it directly.
- ❖ **What's the impact of these negative patterns?** When you see how your negative habits are harming you and those around you, you'll be more motivated to do something about them.
- ❖ **What is the origin of the behavior?** You don't need years of psychoanalysis for this. Just pinpoint when the negative pattern began, and what prompted it. Most of the time, you'll be able to adjust your attitude by realizing that circumstances have changed, and that you don't need to keep repeating the unproductive behavior. ■

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Auto Declined Emails

Customers with declined credit cards will receive an email asking them to go online and re-enter their credit card information. This will allow you to receive your money faster and will make it easier for your car wash employees since the credit card updates are now being completed by your customers.

Secure off site server

Our server is stored off site in the cloud, eliminating the possibility of server related hardware issues as well as computer viruses. In addition, we have a PCI compliant dedicated credit card encryption server.

Integration with current credit card processor

You will continue to use your current credit card processor. Our system interfaces through Verifone's secure Payware Connect.



The following proposal is per location. Our purpose is to sell you an unlimited management product as well as successfully implement it at your car wash.

Marketing Materials

2500 Custom designed brochures designed by a professional graphics artist.
8' by 4' Banner advertising the program - custom designed.

On-Site sales training

15 hours of on site sales training including training your sales staff on a sales pitch that will convince customers of the value of the unlimited program.

Hardware

7" Samsung Galaxy tablet
Waterproof ethernet based RFID tablet
Thermal printer with integrated credit card reader
Tablet stand
100 RFID tags included

Not included

Payware set up fee and monthly fee
Internet connection

Required

Wireless internet router
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I was recently at my son's soccer practice and as I was heading out I heard someone call out to me. As I turned I recognized Ray Justice former owner of Buchman's Car Wash in Rochester, former NYSCWA President and frequent contributor to this magazine. We caught up with each other for a few minutes, talked about our families, business etc. As my son and I headed out to the car he asked, "Who was that?" I replied, "A 'friend' from the carwash industry. Later that night I was telling my wife about running into Ray and I began to think about how long I had known Ray, almost 20 years. I felt old all of a sudden, but that conversation made me think about all the great people from which this industry has afforded me the opportunity to meet and learn. In today's Facebook, LinkedIn, 24-hour a day social media society we find ourselves in, texting has replaced face-to-face conversations and e-greetings have replaced letters and cards. The post office has just announced no more letter delivery on Saturdays.

I understand progress and honestly I can't imagine life without e-mail and my iPhone. Technology has allowed us to get more done more efficiently, manage more projects and have information at our fingertips. These things have become part of our daily lives, however, I think it's important to take a step back and remember the importance of the face-to-face meeting, the handshake to close a deal or say "thank you." An emoticon doesn't convey that same personal touch. It is very easy for us to get wrapped up in the speed of our lives, so make sure you take the time to practice the dying art of conversation.

The New York State Car Wash Association (NYSCWA) association is committed to developing relationships with the operators and suppliers who are part of the carwash industry in New York. I would encourage you to visit the web when looking for ideas or equipment but don't stop there, get out and see it for yourself. Membership in the association creates an environment that promotes conversation and learning. We could certainly post pictures or videos of locations we have toured, but the real value is the "face time," the real one-on-one time talking to a fellow operator or vendor about a problem or idea. I would encourage you to attend an NYSCWA meeting, carwash tour, a Northeast Regional Carwash Convention (NRCC) convention or social event and begin to build relationships with operators just like you.

I have been fortunate enough to be part of this industry for more than 20 years. I am honored to serve as President of the NYSCWA, but the thing I enjoy the most is the "real" friends I have made along the way.

Ray, it was great seeing you, "friend me" on Facebook, follow me on Twitter, shoot me a text, "Like" my pictures on Instagram... you get the idea...

Walt Hartl
NYSCWA President

Minimum Wage Increase Could Take Affect July 1

By William Y. Crowell, III

Governor Cuomo's 2013-14 budget proposal includes an increase in the State's minimum wage from \$7.25 per hour to \$8.75 per hour. The hourly wage for food service workers would be increased from \$5.00 per hour to \$6.03 per hour. These increases would be made permanent and would become effective on July 1, 2013.

The Department of Labor promulgates regulations called wage orders that deal with tip credits and required uniforms. Wage orders would be revised by the Department of Labor if an increase in the minimum wage is enacted. The increases would be based on the percentage increase in the minimum wage amount.

Surveying the nation, 21 states, including New York, have a minimum wage that is the same as the federal minimum wage. Nineteen states are using a minimum wage in excess of the federal level and four states have adopted a minimum wage below the federal level.

There are approximately 200,000 workers in New York State currently receiving minimum wage and about one half of those workers are under 25 years of age.

The debate on this issue centers on the impact on small businesses. Some Legislators have argued for a regional minimum wage to account for the difference in the downstate economy and its higher cost of living as compared to other areas of the state. The small business community is focused on potential job loss from the imposition of a minimum wage increase. Labor advocates argue the moral necessity of an increase in view of the increased cost of living. Most political observers believe that there will be an increase in the minimum wage in the budget. A possible compromise which has surfaced is a phase-in of the \$8.75 hourly rate versus the full amount taking effect on July 1, 2013. However this debate resolves itself, a prudent business owner should be budgeting and preparing for an increase in the minimum wage.

An early budget is a definite possibility. The Governor is pressing for a March 21, 2013, completion date. As soon as the minimum wage issue is resolved, the Association will alert members to the change. The heightened enforcement of the minimum wage by the

Department of Labor in the carwash industry makes it incumbent on members to take special efforts to ensure compliance.

Workers Comp Reform

The Governor's budget proposal also includes Workers Compensation reforms, which are intended to positively impact premium costs for businesses. There is also an attempt to eliminate a number of dedicated funds in the Workers Compensation Law to save administrative costs.

Another focus of the Workers Compensation proposal is to provide bond funding to pay the claims of group self-insurance trusts which have defaulted. Despite an increase in minimum weekly payments to claimants from \$100 to \$150, it is asserted that this proposal will have a positive impact on Workers Compensation rates. The cost savings from this proposal are probably in the future for most businesses.

The time frame for enactment of a budget is compressed this year because of the early Passover and Easter holidays. Your association will keep you apprised of any developments which target the carwash industry. ■



William Y. Crowell, III, is a partner with the Albany-based law firm of Whiteman Osterman & Hanna LLC. You can reach him at 518/487-7677 or wcrowell@woh.com.

William Y. Crowell, III

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Hoffman Car Wash Finds Job Seekers Through Online Applications



By Alan M. Petrillo

Hoffman Car Wash has 23 full service, exterior, automatic, touch-free and self-service carwash and Jiffy Lube locations in the Albany, NY, region and in New York's Hudson Valley. All of those locations take a lot of people to staff to the high level of customer service that the Hoffman family expects, so the company recently developed an innovative way to attract prospective employees.

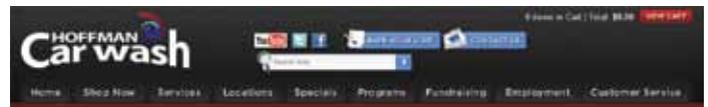
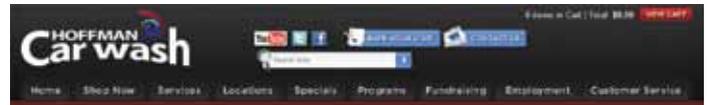
Vic Kulpa, Hoffman's human resources manager, said the company has changed to an online job application system in the interest of making the system as painless as possible for both Hoffman's and potential employees.

Kulpa said Hoffman's engaged an independent contractor skilled in presenting information to develop the various scripts, information, photographs and videos that would lead

potential employees through a video selection of the various jobs available at their carwashes and Jiffy Lubes.

Interested persons first go to www.hoffmancarwash.com and then click on the employment tab, where they are presented with a video message narrated by Tom Hoffman Jr., Hoffman's chief executive officer. Hoffman gives the viewer an overview of Hoffman Car Wash and Jiffy Lube, its values and mission, and then offers the viewer a choice of either the carwash or Jiffy Lube as a job site.

If the viewer chooses the carwash, the individual is offered a choice of five job types – line attendant, cashier, supervisor, assistant manager or store manager. Clicking on any one of them means that Tom Hoffman Jr. again shows up on the video screen and first lists all of the over-



all benefits of working at Hoffman Car Wash.

Next, Hoffman presents a preview for that particular job, and then runs through a complete job description and benefits associated with that position. There's an opportunity to have questions answered at the end of the process.

If the prospective employee chooses the Jiffy Lube, he or she is then presented with a screen that lists the positions available as lube technician, cashier, customer service advisor, supervisor, assistant manager or manager. The rest of the Jiffy Lube selection process is similar to that of the carwash.

After a potential employee is alerted to the responsibilities and duties expected of a Hoffman employee, the individual is presented a series of questions to answer concerning working at Hoffman's. If the individual successfully navigates the questions with the positive answers Hoffman is seeking, then a screen is presented that includes pertinent potential employment data. Failure to complete the questions to Hoffman's satisfaction results in a "thank you for your time" response.

Kulpa said that he wrote a simple script to begin the pro-

cess of developing the online application system and then turned it over to Jeanne Hedden, founder and owner of Sunnyside Media in Albany.

"After I wrote the initial script, Jeanne expanded on it, then took all of our job descriptions and put them together for the project," Kulpa said. "She came out to our sites and saw what the process was, had someone take photographs of people doing their jobs, and then went into the studio to put together the video that you see on the website."

Hedden said that the Hoffman online application program is "a great solution that brings the company into the next century of technology." She noted she had her first meeting with the Hoffman team of Kulpa, Hoffman Jr. and marketing manager Sara Park in January of 2011 when the team presented her with their concept of how the process should work.

"I had to conceptualize the details, write the final script, and then interface with the web services company, Burst Marketing, to see the project through to the end the way Hoffman envisioned it," she said.

Hedden said the scripts were approved in early March and then photos were taken that were added to the script's words. "By early April, we had interfaced with the web company that would code and design the website," she added.

She pointed out that some website projects take longer than others, as did this one.

"We didn't go live on the web until June of 2012," she said. "We had six months to deliver the first version of the project and then another six months to work out the kinks. There were six months of back and forth between Hoffman and the web developer, testing and working the kinks out of the system."

Hedden added that, "When you go live, the company is screening actual applicants, so it wants the system to work properly."

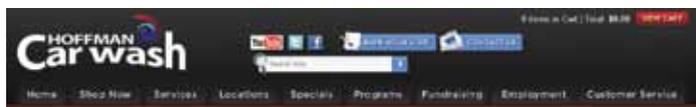
She estimates that for any carwash operator considering a similar system, they should figure for five months of pre-production work, six months for web work and another six months for debugging and redesign.

"The key is that Hoffman wanted the applicants to know what they were getting into before they applied for the job," Hedden said. "They wanted to weed out those who weren't willing to wear a uniform or to clean a bathroom. They wanted to be sure they informed applicants of what would be required for each job."

Hedden believes that the online employment system will work for carwashes that are of large to medium size, as well as for other types of companies outside of the carwash industry.

"The most difficult part of this project was keeping it smart and informative for the people applying," Hedden said. "We had to keep it simple enough for anyone to use, but also to show the pride in the company that Hoffman has and show the pride the company has in the community." ■

Alan M. Petrillo is a Tucson, AZ, freelance journalist and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.



Help Emergency Responders Help You!

By Mike Benmoschè



A fire occurs at the wash or an employee's foot is caught in the conveyor, is your wash ready for these potential emergencies? Just as importantly, is the fire department or the EMS department ready? These are two questions that each operator must answer before the disaster strikes.

Let's take a look at some of the key factors that should be considered in order to establish a plan of action to fulfill this obligation. The emergency responders can be more effective when the carwash owners establish a pro-active plan for their facility including some of the elements in the following checklist:

- ❖ All updated Material Safety Data Sheets (MSDS) records should be on file with the Fire and EMS departments. This will provide them with the list of chemicals that they may be exposed to and allow them to establish a plan of action prior to an emergency.
- ❖ Carwash owners also need to be sure that updated chemical placards are visibly mounted on the outside of the doors where chemicals are stored.
- ❖ Doors should be labeled so they can be quickly and easily identified from the outside. Not all emergen-

cies occur while people are available to ask questions.

- ❖ All entrances and exits need to be kept free of any debris or storage.
- ❖ A building diagram would be helpful to file with the emergency responders as well.
- ❖ The owner's and manager's contact information should be made available to the emergency responders as well.
- ❖ Be sure to provide the utility shut off information including the main gas line if applicable.
- ❖ Notify the emergency responders of any heavy security doors or specialty locks that may impede their ability to enter the building.
- ❖ Advise where the emergency switches and power shut offs are located.

Be Proactive

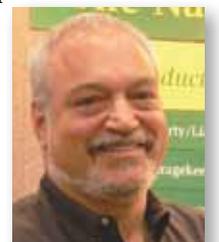
The carwash owners should also be sure to pay attention to the following regarding some of the things they can do to be proactive as well:

- ❖ Post the emergency phone numbers in a conspicuous area of the wash.
- ❖ Establish a containment program in the event of a chemical spill.
- ❖ Be sure your medical emergency kit is updated and in an accessible area of the wash.
- ❖ Eye wash stations should be working and free of debris.
- ❖ Ensure a lock out kit is in place.
- ❖ Train employees by holding a practice drill at least twice a year.

I would also encourage wash owners to call their local responders and invite them in for a tour to see where things are stored and where power shut offs are located.

You can't put a price on pre-planning, but taking these simple steps might be the mitigating difference in saving your property from fire or other disaster and just maybe save a life. ■

Mike Benmoschè is with McNeil & Co., Inc. based in Cortland, NY. You can reach him at m benmosche@mcneilandcompany.com.



Mike Benmoschè

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Eating And Being Aware That We Are Eating While We Do



By Ray Justice

The following message came in my email from Yoga Journal's "Daily Insight" – a great free service for subscribers/ YogaJournal.com

The reason I am posting it here is I have to believe that I am not the only one who often eats on the fly or in the car. I meditate and do Yoga daily and yet... It speaks for itself and I am using it to increase my awareness another level – to eat and to be aware that I am eating at the same time.

The Language of...

In my body,
the language of feeling and sensing
has a conversation with me.

For me, that is,
when I am listening
paying attention and aware

For me
the words of poetry
somehow flow on their own
yet only when I am quiet and still

Poetic expression let's me know
that I am much more
than the strange voice inside my head

For me,
thinking like a poet creates
a feeling of calmness
peace and love.

Thoughts of you
Do the same

Ray Justice is an Entrepreneur, Poet & Creativity Explorer. He is a former carwash operator and past president of the NYSCWA. Visit him at Think2wice.com or email him at ray@ThoughtCompass.com.

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It won't always happen, but it will become more conscious. A new habit is beginning and that is what we are after here, a start.

How many things do we do on a regular, daily basis while we are not paying any attention to the task on hand? Think about how often you have driven your car, arrived at your destination, yet have no idea, or recollection, of what happened along the way. My thought here is to use eating to practice being present, to get a better sense of it and then transfer that experience to other areas of our lives.

Yoga Journal "Daily Insight"

Do you ever feel like food is something that's getting between you and your life? In today's modern world, we rarely make time to eat mindfully. Often, we eat on the go, in cars or at our desks for the five minutes we can spare. But when we eat without noticing our food, we miss one of life's greatest pleasures and we allow that which should nourish us to become that which causes us stress.

The next time you eat, take a moment to relax and really taste your food.

Stop what you're doing, sit down, and notice the flavors, textures and smells of the meal in front of you.

Express gratitude for the health and nourishment it provides.

And then, as you eat, truly enjoy the experience. Over time, this ritual can improve your digestion and overall physical and mental health.

Be thinking about this. If paying attention and appreciating our meals improves our health, in several ways, where else in life can we do the exact same thing? Just by being there, or being aware that we are there, can make a huge difference in life, how we feel about it and how we experience it. ■



Ray Justice

Ray Justice is an Entrepreneur, Poet & Creativity Explorer. He is a former carwash operator and past president of the NYSCWA. Visit him at Think2wice.com or email him at ray@ThoughtCompass.com.

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Ray Justice is a Western New York entrepreneur, author and personal awareness coach. He uses the theme of "Connection" in his poetry books "Whispers of Intimacy" and "Arms of Oneness" available at ThoughtCompass.com

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Innovative DJ at The Helm of Woodman Wash & Wax

By Alan M. Petrillo

Kent Woodman is not a typical carwash owner. Woodman, a savvy businessman who is an owner of Woodman Wash & Wax in Fishkill, NY, is a disc jockey at WSPK, K-104 on the FM dial, hosting the "Woodman in the Morning Show" and serving about a half million people in New York's upper Hudson Valley.

Woodman takes the experience he has garnered and uses it to be sure that Woodman Wash & Wax delivers the kind of service that people want from a carwash.

Woodman Wash & Wax is a full-service carwash with an 80-foot tunnel, one self-service bay and one detailing bay. In the summertime, Woodman said, the crew does the vehicle vacuuming in front of the carwash, so folks are allowed to ride along in their vehicle as long as possible through the wash.

"We have laser lights and synchronized music inside the tunnel so people can enjoy the experience as they go through," Woodman said. "They can tune to 104.5 and hear the music, and we've even seen a lot of folks sitting in their cars, dancing in their seats to the music." Woodman and his partners took over an existing, run-down carwash at 1530 Route 52 in Fishkill in October of 2011 and renovated the entire facility.

"We put in all new equipment in the tunnel and the equipment room," Woodman said, "and changed the look of the tunnel and the experience of how people go through it.

Woodman conducts a lot of fundraising activities at the carwash and also through his radio show. He used both entities to recently benefit victims of Superstorm Sandy along the New York and New Jersey coastlines.



The DJ and his partners took over the downtown Poughkeepsie location in November.



Woodman brings his rock'n roll side to the wash with lots of neon and music in the tunnel from K-104.



Kent Woodman (third from left) goes out of his way to fundraise for victims of tragedies like Hurricane Sandy and those affected by the Newtown, CT, shootings, as well as to support the local armed forces.





Woodman Wash & Wax targets the customer who wants to spend only 20 minutes for an express detail.

Kent Woodman took over the Fishkill location in 2011. At the time, it needed a lot of TLC.

“We also did a fundraiser tied in with my radio show that benefited the victims and their families of the Newtown, CT, shooting,” he said. “We do a lot of promotions and charity events – as many as possible. We want to help as many folks as we possibly can, both through the carwash and the radio station.”

In November of last year, Woodman and his partners took over a carwash in downtown Poughkeepsie, NY. “We plan on turning it into an express wash, although there’s always the option to make it a flex serve or a full-service wash too,” Woodman said. “The carwash is in a high traffic area on an arterial highway, and we plan a grand opening for the facility sometime in February.”

Woodman has 18 employees at the Fishkill facility and expects to employ five at the Poughkeepsie location.

He said that Woodman Wash & Wax does a great deal of express detailing work. “We aim to hit that 20-minute limit that people want to give you their car and get it back,” he said. “The key to express detailing is to be fast and good, to get them in and out quickly, but with quality service.”

Woodman said that he and his partners are planning on developing additional washes in the Hudson Valley.

“We’re looking to buy more carwashes,” he said, “especially in the Middletown and Newburg areas.”

Alan M. Petrillo is a Tucson, AZ, freelance journalist and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.

Profit & Loss

January - December 2012



Income

| | |
|----------------------------------|-----------|
| Meetings Income..... | 16,808.00 |
| Membership Dues..... | 17,720.00 |
| Northeast Convention Income..... | 14,447.54 |
| Promotional Fees..... | 1,628.07 |
| Vendor Sponsorships..... | 2,800.00 |

Total Income.....\$53,403.61

Gross Profit.....\$53,403.61

Expenses

| | |
|------------------------------------|-----------|
| Advertising/Promotional..... | 12.60 |
| Board of Directors Expenses..... | 474.63 |
| Convention or Meeting Expense..... | 74.75 |
| Credit Card Fees..... | 1,366.29 |
| Director Fees..... | 18,000.00 |
| Entertainment Expense..... | 181.15 |
| Insurance Expense..... | 1,395.00 |
| Legislative Expense..... | 56.65 |
| Legislative Fees..... | 11,050.00 |
| Meetings Expenses..... | 21,423.05 |
| Office Expenses..... | 861.93 |
| Postage Expense..... | 374.71 |
| Printing/Graphics..... | 513.61 |
| Professional Services fees..... | 1,107.50 |
| Signs..... | 99.78 |
| Telephone..... | 99.36 |
| Travel..... | 743.60 |
| Website Host..... | 230.00 |
| Website Maintenance..... | 1,750.00 |

Total Expenses.....\$59,814.61

Net Income.....-\$6,411.00

Total Checking.....\$9,424.31

Total Money Market.....\$43,296.17

Gross Profit.....\$52,720.48

Saturday, Jan 12, 2013 04:00:56 PM PST GMT-5 - Cash Basis

Mike Benmoschè is with McNeil & Co., Inc. You can reach him at mbenmosche@mcneilandcompany.com

Hoffman Car Wash's First Food Pantry Wash Event a HUGE Success



By Alan M. Petrillo

Hoffman Car Wash made Thanksgiving a lot brighter for a number of needy families in New York through its inaugural Food Pantry Wash program held before the annual holiday.

Ron Slone, president of Hoffman Development Corp., Albany, said each of the 20 Hoffman Car Wash locations participated in the event, designed to benefit a number of food pantries in various regions.

"We feel that it's important to participate in the communities in which we live and work," Slone said, "so we contacted local food pantries in the markets that we operate in and found out how we could help."

Slone noted several of the larger towns and cities had more than one food pantry organization. "We interviewed them and selected the ones that we wanted to work with," he said. "All of the food that we collected in specific locations stayed in the same communities, which was a big deal for the food pantries and also for the managers of our stores."

Slone said that on Saturday and Sunday, November 3 and 4, the Hoffman Car Wash locations performed 1,650 free Food Pantry carwashes in support of 10 local food pantry programs that Hoffman partnered with to collect food for needy families for Thanksgiving.

Based on the feedback and photos that Slone collected from his 20 carwash sites, he determined that Hoffman Car Wash had collected nearly 3,000 food items for less fortunate individuals and families.

Slone pointed out that not only did local food pantry organizations work to send out email blasts to their contacts to promote the washes, Hoffman Car Wash used its extensive network of email clients to publicize the event.

"We also took out advertisements in local papers, and got public service announcements in papers and on other area media," he said.

Slone said he was surprised that even though the program asked people to donate at least one non-perish-



Hoffman Car Wash donated to 10 food pantries in 2012.

able food items, "most people brought bags of groceries to donate. It was simply unbelievable, the generosity of folks. Every one of the food pantries was amazed by how much we collected."

The Hoffman president noted that Hoffman Car Wash's locations participated in the Grace for Vets promotion nationwide the previous weekend to the Food Pantry Wash.

"There were a lot of our customers who came to the Grace for Vets promotion and got their cars washed," Slone said, "and then turned around and came back the next weekend to participate in our Food Pantry Wash promotion. Customers only had to give us one canned good to get the free wash for the Food Pantry promotion, but most of them gave us much more than that."

Slone notes that Hoffman Car Wash intends to run a similar promotion again in 2013 for the Thanksgiving season.

"We absolutely will do this again," he said. "All of our managers feel the same way because they feel good about helping folks out and doing something for the community. And I really like the fact that they feel that way." ■

Alan M. Petrillo is a Tucson, AZ, freelance journalist and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.

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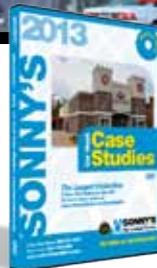
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