



EXPERIENCE SCWA

2024 PROGRAM AT A GLANCE

WEDNESDAY, FEBRUARY 28

8:30-6:00 **Convention Registration**

Lower Level - 11th Street Foyer

9:30 Pre-Convention Devotion

Lower Level - 103

Ray Young

Enjoy a motivational start to your SCWA EXPERIENCE with industry friends.

10:30 CEO Forum

Upper Level - Ballroom C

Stu Crum - CEO of True Blue Car Wash



Previously to True Blue, Stu Crum served as CEO and President of Bridgestone Retail - a \$4 billion business unit of Bridgestone Americas which employs more than 23,000 people. He also served as CEO of Jiffy Lube. This SCWA CEO Forum will be a "can't miss" for you, your employees and your business!

SPONSORS: 7B BUILDING & DEVELOPMENT
AMPLIFY CAR WASH ADVISORS
LEAD - CAR WASH MANAGER TRAINING

1:00-6:00 EXPO HOURS

EXPO Hall CDEF

See Inside for the Full EXPO Quick Talks Sessions Schedule.

4:30 - WELCOME RECEPTION IN EXPO AREA

**SPONSORING HOSTS: ASCENTUM CAPITAL
SIMONIZ USA**

THURSDAY, FEBRUARY 29

7:00 Convention Registration

Lower Level - 11th Street Foyer

7:30 Continental Breakfast

Upper Level Foyer - 12th Street Landing

SPONSORING HOST: WASHCARD SYSTEMS

7:30 SCWA Past Presidents Meeting

201A

8:00 FAST TRACKS

Upper Level - 202

*Pick your topics and circulate between discussion tables.
Each session is 20 minutes.*

**Increasing Traffic & Memberships
Thru Community Involvement**

Brian Mattingly - Welcomemat

**Cyber Security to
Protect Your Business**

Kyle Yearly - First Insurance Services

**Leasing Your Real Estate -
Need to Know**

Reuven Birnkrant - PetroCal Associates

**Your Self Service/IBA - Best
Operational Practices**

Craig Kjorlien - WashCard Systems

Getting the Best From Your Social Media

Iona Kearney - Speedy Sparkle Car Wash

**Manager Idea Exchange -
Ideas to Take Home Today**

Derek Martin - Metro Express

Employee and Car Wash Legal Questions

Jacob Monty - Monty & Ramirez

9:00-10:15 Car Wash 101

204AB

Discussion focused on the fundamentals of being in the \$23 billion professional Car Wash industry. If you are a current car wash owner, new to the business or changing models; this session is for you. Open only to car washers, no vendors, please.

PANEL: David Begin, Jeff Blansit, Mel Ulrich



THURSDAY, FEBRUARY 29 - *continued*

9:00 IDEA EXCHANGE SESSIONS

Breakout sessions discussing challenges & practical solutions for all car wash models & lube/ detail operations.

A. Conveyor/ Exterior Idea Exchange Session

203

Moderators: Frank Nucherenio; Chad West

B. Automatic/Self-Serve Idea Exchange Session

201B

Moderators: Robert Greene; Tim Jones; Lamar Skarda

10:15 Break

10:30 General Session

Upper Level - Ballroom C

Welcome: Mel Ulrich - SCWA President

Presentation - 2024 SCWA Lifetime Achievement Award

Bill Martin - Metro Express

SPONSOR: LAGUNA INDUSTRIES



Keynote Address - Emmitt Smith

Emmitt Smith is one of the greatest to ever play the game. As a first-round pick in the 1990 NFL Draft, Smith was the cornerstone of the Dallas Cowboys offense for 13 seasons. Smith will offer an inspiring and motivating perspective on how the principles of his success in sports has ignited his success in business and in life.

SPONSOR: PRO-TECH SERVICE COMPANY

12:00 Lunch with Exhibitors

Ballroom AB

SPONSORING HOSTS: BAKER EQUIPMENT & SUPPLY
MICROLOGIC ASSOCIATES
WELCOMEMAT

1:00- EXPO HOURS

EXPO Hall CDEF

5:00 *See Next Column for the Full EXPO Quick Talks Sessions Schedule.*

BREAK SPONSORS: ASSURED PARTNERS OF TEXAS
GALLOP BRUSH COMPANY
INTERNATIONAL DRYING CORPORATION
TURTLE WAX PRO

6:30 SCWA Heads to SECOND RODEO BREWING at Mule Alley in the Stockyards

**ENJOY YOUR EVENING WITH
FUN, FOOD, MUSIC & FRIENDS**

*Load Buses at the 11th Street
Entrance Beginning at 6:00 pm*



SPONSORING HOSTS:
COLEMAN HANNA
GALLOP BRUSH COMPANY
INNOVATIVE CONTROL SYSTEMS
MIRACLE | ATTLEE
SONNY'S THE CARWASH FACTORY



FRIDAY, MARCH 1

8:00 Convention Registration

Lower Level - 11th Street Foyer

8:00 Continental Breakfast

Upper Level Foyer - 12th Street Landing

SPONSORING HOST: CARWASHOS

**8:30 &
9:30**

SCWA CAR WASH ACADEMY CONCURRENT SESSIONS



Developing Manager & Employee Skills

202A

Presenter: Rob Hetherington

Moderator: Mel Ulrich



**Simple Marketing Strategies
to Increase Your Traffic**

203A

Presenters: Lindsey Joy

Moderator: Derrick Merchant



**Dealing with Changing
Customer Dynamics & Demands**

204A

Presenters: Frank Nucheren, Relvy Esquivel

Moderator: Jeff Blansit

10:30 SCWA Annual Report

CLOSING SESSION – Industry Panel Discussion

202BCD

KEY TO SUCCESS IN 2024 – OPERATIONAL EXCELLENCE



Panelists: Gary Dennis - Mammoth Holdings
Carl Howard - Autobell
Bill Martin - Metro Express

Moderator: Rich DiPaolo, Associate Editor
- Professional Car Washing & Detailing Magazine

EXPO AREA QUICK TALKS

WEDNESDAY, FEBRUARY 28

**1:30 Creating High Volume
Efficiently**

Rob Hetherington -
Benny's Car Wash

**2:30 How AI is Changing the Car
Wash Industry**

John Sproul - Camel Express

**3:30 Creative Employee Training
Practices**

Joe Trattner - Brink Results

4:30 Manager Speak

Sarah Turner - Living H2O

THURSDAY, FEBRUARY 29

**1:30 Making Your Self Service/
IBA Competitive**

Amy Olson - WashCard

**2:30 Creating A Customer Focused
Culture**

Michael Murry & Champion
Xpress Carwash Panel

3:30 Car Washing is a Business

Dave Haupt - Red Rock Tax &
Consulting

All **QUICK TALKS** Sessions take place in the back corner of the EXPO Hall. Each session will provide at least "THREE" solid takeaways to immediately use in your business.



THANKS TO OUR SPONSORS

DIAMOND

DRB
Motor City Wash Works
National Carwash Solutions
OPW
Qual Chem

KEYNOTE ADDRESS

Pro-Tech Service Company

REGISTRATION BAG

Baker Equipment & Supply

CEO FORUM

7B Building & Development
Amplify Car Wash Advisors
LEAD - Car Wash Manager Training

CELEBRATE SCWA EVENT

Coleman Hanna
Gallop Brush Company
Innovative Control Systems
Miracle | Attlee
Sonny's The CarWash Factory

WEDNESDAY EXPO RECEPTION

Ascentium Capital
Simoniz USA

HOTEL KEY CARD

Kleen-Rite
Sergeant Sudz
Sonny's The CarWash Factory

EXPO DIGITAL BRANDING

7B Building & Development
American Lube Supply/Royal Purple
AMP Memberships
Charger Prime Commercial
Hoffman innovatEIT
Retention Express
Sergeant Sudz

LIFETIME ACHIEVEMENT AWARD

Laguna Industries

BADGE HOLDER

Simple Wash Solutions

CHARGING STATION

Simoniz USA

LUNCH WITH EXHIBITORS

Baker Equipment & Supply
Micrologic Associates
Welcomemat

CONTINENTAL BREAKFASTS

CarwashOS
WashCard Systems

SELFIE PHOTO WALL

FlowStat
G&G Industrial Lighting

REFRESHMENT BREAK

Assured Partners of Texas
Gallop Brush Company
International Drying
Turtle Wax Pro

EVENT SPONSORS

Acquire Video Security
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Rinsed: The Car Wash CRM
Signature Series by C K Enterprises
Stinger Chemical



Join Us Next Year!
February 26-28, 2025
2025 SCWA Convention & EXPO
Fort Worth Convention Center