



EXPERIENCE SCWA

WHAT HAPPENS HERE CHANGES THE INDUSTRY!

WEDNESDAY, FEBRUARY 26

8:30-6:00 Convention Registration

Lower Level - 11th Street Foyer

9:30 Pre-Convention Devotion *Lower Level - Room 103*

Derrick Merchant - Champion Xpress Car Wash

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

10:30 CEO Forum *Upper Level - Ballroom C*

Michael Dominguez



SCWA is excited to welcome Michael Dominguez as our 2025 CEO Forum Speaker.

Michael Dominguez will provide SCWA Convention attendees with valuable insights and help them understand the market dynamics affecting the car wash industry. Begin 2025 by focusing on how to create amazing customer service that will set you apart from your competition and create more profitability.

Michael brings an outstanding reputation for helping companies and small business achieve amazing customer service and branding. As the President & CEO for Associated Luxury Hotels International (ALHI), he leads a team of nearly 80 professionals located among 26 offices across North America and Europe. ALHI serves a membership group of hotels that are Independent Hotels & Independent Brands that are an exclusive luxury collection. Prior to joining ALHI, Michael served in executive sales leadership roles with MGM Resorts, Loews Hotels, Hyatt Hotels, Starwood Hotels and many more.

SPONSOR: WASHCARD SYSTEMS/ D&S CAR WASH SUPPLY

1:00-6:00 EXPO HOURS *EXPO Hall CDEF*

EXPO FLOOR QUICK TALKS - See Page 12 for Quick Talks Schedule & Topics.

4:30 - WELCOME RECEPTION IN EXPO AREA

SPONSORING HOST: PETIT AUTO WASH

ENJOY THE EVENING TO NETWORK WITH YOUR CAR WASH FRIENDS

THURSDAY, FEBRUARY 27

7:00 Convention Registration *Lower Level - 11th Street Foyer*

7:30 Continental Breakfast *Upper Level - 12th Street Landing*

SPONSORING HOST: LAGUNA INDUSTRIES

8:00	<p>FAST TRACKS Pick your topics and circulate between discussion tables. Each session is 20 minutes.</p> <p>Detailing at Your Car Wash Prentice St. Clair International Detailing Association</p> <p>Self Serve/IBA – Best Operational Practices Robert Greene Car Wash Express</p> <p>Increase Your Business Thru Social Media Mel Ohlinger Ohm Co</p> <p>HR and Other Legal Issues Jacob Monty Monty & Ramirez Law Firm</p>	<p>202</p> <p>RENOVATE • REFRESH • REINVEST Trent Clark APDG Architects</p> <p>Manager Idea Exchange – Ideas to Start Today Derek Martin Metro Express</p> <p>TalkCarWash Round Table Tyler Slaughter - TalkCarWash Blake Newman - TalkCarWash</p> <p>Increasing Customers Thru Community Involvement Brian Mattingly Welcomemat</p>
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9:00-10:15 Car Wash 101 204AB

This session focuses on the basic 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 – Wild Blue Car Wash
Iona Kearney – Speedy Sparkle Car Wash
Derrick Merchant – Champion Xpress Car Wash

9:00	<p>IDEA EXCHANGE SESSIONS Interactive breakout sessions discussing the challenges & practical solutions for all car wash models & lube/ detail operations.</p> <p>A. Conveyor/ Exterior Idea Exchange Session 203 Moderators: Drew Congleton; Carl Howard; Chad West</p> <p>B. Self Serve/ IBA Idea Exchange Session 201A Moderators: Robert Greene; Tim Jones</p> <p>C. Detailing Idea Exchange Session 201C Moderator: Prentice St. Clair</p>
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10:15 BREAK

10:30

General Session

Upper Level - Ballroom C

Welcome: Jeff Blansit - SCWA Board of Directors

Keynote Address - Brian Kilmeade



SCWA is excited to welcome Brian Kilmeade as our 2025 Convention & EXPO Keynote Speaker.

Brian will provide convention attendees with unique perspectives and insights to guide our businesses in 2025 and beyond. Brian's knowledge of American History along with his knowledge of current events provides the foundation for his ability to understand the challenges and opportunities of our businesses and the marketplace today.

Not many broadcasters can say they are on the air for 6 hours a day, 5 days a week, but that is exactly what Brian Kilmeade has been doing since 2006. Whether discussing newsmakers or celebrities, or covering local or national news, Kilmeade provides a unique perspective that audiences appreciate for its candor.

After joining Fox News in 1997, Kilmeade was soon named co-host of Fox & Friends, where he still thrives alongside the extraordinarily talented Steve Doocy and Ainsley Earhardt. Together they have powered their way to the top spot in morning cable TV.

SPONSOR: PRO-TECH SERVICE COMPANY

12:00

Attendee Lunch with Exhibitors

Ballroom AB

SPONSORING HOSTS:

ASCENTIUM CAPITAL
CHARGER PRIME COMMERCIAL
MICROLOGIC ASSOCIATES
WASHWORLD

BAKER EQUIPMENT & SUPPLY
KLEEN-RITE
WASHCARD SYSTEMS/ D&S CAR WASH SUPPLY
WELCOMEMAT

1:00-5:00 **EXPO HOURS**

EXPO Hall CDEF

EXPO FLOOR QUICK TALKS - See Page 12 for Quick Talks Schedule & Topics.

BREAK SPONSORS:

ASSURED PARTNERS OF TEXAS
GALLOP BRUSH COMPANY
RETENTION EXPRESS

CAR WASH SUPERSTORE
MATRIX TECHNOLOGIES
WASH GEC

6:30

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

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



ENJOY AN EVENING OF FUN, FOOD, MUSIC & FRIENDS

SPONSORING HOSTS:

ATLEE/ MIRACLE
COLEMAN HANNA
GALLOP BRUSH COMPANY
SIMPLE WASH SOLUTIONS
SONNY'S THE CARWASH FACTORY

8:00 Convention Registration

Lower Level - 11th Street Foyer

8:00 Continental Breakfast

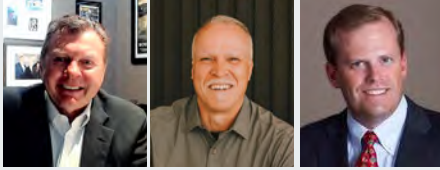
Upper Level Foyer - 12th Street Landing

SPONSORING HOST: LAGUNA INDUSTRIES

8:30 & Repeats 9:30

SCWA CAR WASH ACADEMY

Concurrent Sessions



RENOVATE • REFRESH • REINVEST
Presenters: Jeff Blansit - Water Works Express
Trent Clark - APDG Architects
Carl Howard - Autobell Car Wash
 Moderator: Drew Congleton

202A

As new car washes move into your market your existing car wash can and must remain competitive. It is time to focus on not just maintaining but thinking “outside the box”. Learn actionable steps to improve customer experience, increase efficiency, and enhance profitability through Renovating; Refreshing and Reinvesting.



Automation is the Car Wash Future
Presenter: Brian Epstein - Industry Writer/Consultant
 Moderator: Chad West

203A

Automation isn't just the future—it's the present of car washing. Join us to uncover the technologies delivering seamless service, reducing costs, and securing long-term business success. To stay relevant in your market you must keep up to date on the many new technologies and automations that are impacting the car wash industry.



Car Wash Safety - For Your Customers & Employees
Presenter: Ricky Price - CarWash808 Express
 Moderator: Iona Kearney

204A

Keeping employees and customers safe should be the first priority for every business owner, operator, and manager. Too often carwash employees are seriously injured, and some have lost their life while working at a carwash. This typically happens when required safety procedures are not being practiced. The objective of this presentation is to familiarize attendees with various safety precautions and protocols in a typical modern automated carwash.



Detailing Strategies for Your Car Wash
Presenters: Prentice St. Clair - International Detailing Association
Boyan Radic - Brightworks Car Wash

201C

Listen to a carwash owner and a detailing expert dive into the successes, surprises, and regrets experienced in planning, opening, and running a car wash detail center in this interview-style conversational talk. Presenters are detail consultant, Prentice St. Clair, and Boyan Radic, successful carwash/detail operator. There will be a generous question and answer period

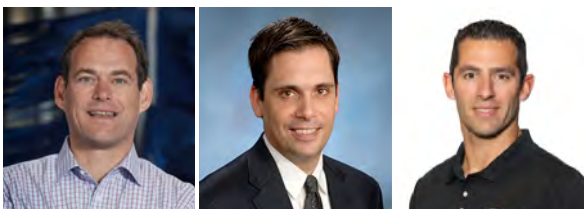
10:30 SCWA Annual Report & Closing General Session

202BCD

CAR WASHING FROM SEA TO SHINING SEA!
Unique Avenues of Profitability and Success

This Interactive Session will focus on innovations; insights and perspectives through the lens of three of the most successful operators across the U.S. Their diverse backgrounds; skills and operating environments will unlock new avenues for growth, profitability and excellence for all attendees.

A Don't Miss Session as We Examine Car Washing Across the U.S.



Panelists:
Bob Dubinsky - Waterway Car Wash - Southwest
Lance Odermat - Brown Bear Car Wash - Northwest
John Shalbey - Rojo Car Wash - Northeast

QUICK TALKS - EXPO HALL

RENOVATE • REFRESH • REINVEST

WEDNESDAY, FEBRUARY 26

1:30 RENOVATE • REFRESH • REINVEST



Trent Clark – APDG Architects
Moderator: Jeff Blansit

Tired-looking car washes struggle to stay competitive in today's market. Join Trent Clark, car wash design pioneer, for a rapid dive into the essential strategies for reinvesting in existing facilities, renovating with purpose, and refreshing designs to attract customers, elevate your brand, and drive profits.

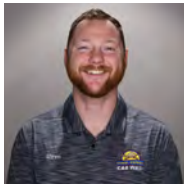
2:30 Making Your Self Serve/ IBA Competitive



Robert Greene – Car Wash Express
Moderator: Tim Jones

Being the best Self Serve and /or IBA operation in your market does not need to be hard. You just need to think “outside the box”. Sometimes that may include attention to “refreshing – renovating and reinvesting”. This session will give you ideas to make your operation more competitive and profitable.

3:30 Creating the Successful Car Wash Manager



Ehren Schleicher – Camel Express Car Wash
Moderator: Chad West

Successful car wash managers are critical to the profitability of your wash. This session will discuss the development/training and retaining of good car wash managers. Whether you are a current manager wanting to hone your skills; wanting to become a manager; or an owner wanting to develop your managers – this session is for you.

4:30 Creating “Bounce Back” Customers Thru Your Social Media



Mel Ohlinger – Ohm Co
Moderator: Iona Kearney

Unlock the power of “social listening” to not only attract customers, but to keep them coming back! We'll explore how to use social media marketing to build a brand that reflects your carwash, creates lasting customer relationships, drives repeat business, and turn one-time visitors into loyal advocates for your carwash.

THURSDAY, FEBRUARY 27

1:30 Automation Answer for the Best Car Wash Experience



Brian Epstein – Industry Writer/
Consultant
Moderator: Carl Howard

Automation isn't just the future—it's the present of car washing. Join us to uncover the technologies delivering seamless service, reducing costs, and securing long-term business success

2:30 Unlimited Programs – Guest Return or Rechurn



Chris Brown – Myrrh Consulting
Moderator: Drew Congleton

In this Quick Talk, Chris will provide tips for mastering the unlimited sales process while minimizing financial fallout. Techniques from this session will lift your unlimited capture rate, keep churn in check, and ensure your guests are happy and customers for life.

3:30 Detailing for the Successful Car Wash



Prentice St. Clair – International Detailing Association
Moderator: Veronica Attlee

This session will discuss the successes, surprises, and regrets experienced in planning, opening, and running a car wash detail center in this interview-style conversational talk. There will be a generous question and answer period.

All QUICK TALKS Sessions take place in the back corner of the EXPO Hall. Take a Quick Break for an informal Quick Talk while enjoying the EXPO Floor. Each session will provide at least “THREE” solid takeaways to immediately use in your business.