

2021



CONVENTION & EXPO

JUNE 9-11, 2021

FORT WORTH CONVENTION CENTER



FORWARD TOGETHER

REGISTRATION & PROGRAM | WWW.SWCARWASH.ORG



2021 CONVENTION & EXPO



SCWA Continues to DELIVER



- World Class EXPO featuring over 80,000 square feet of the latest car wash equipment, technology, products and services
- Premier Education sessions targeted for all experience levels
- Nationally Recognized Keynote Speakers who will provide personal and professional growth
- Networking opportunities to meet and learn from other successful business owners and operators from across the nation
- Experience a level of Unparalleled Hospitality made famous by the **SCWA EXPERIENCE**

The focus of the 2021 SCWA Convention & EXPO is simple: Providing you with proven, time tested strategies, techniques and products to improve your business.

SCWA takes the health & well-being of our attendees very seriously, therefore the capacity of food and education events may be limited to adhere to CDC or Convention Center guidelines.

Wednesday Highlights

Wednesday Devotional @ Fort Worth Convention Center • 9:30am

CEO FORUM 2021 • 10:30
Michael Dominguez, President & CEO - Associated Luxury Hotels International (ALHI)



• ALHI is a Global Sales Organization with a team of nearly 80 professionals located among 26 offices across North America and Europe. Prior to joining ALHI, Michael served in executive sales leadership roles with MGM Resorts, Loews Hotels,

Hyatt, and Starwood Hotels.

- Dominguez will discuss topics important to car washers including handling disruption, the state of service centered industries, the economy, plus providing amazing customer service & unique branding opportunities. Michael was recognized in M&C Magazine's survey of top industry speakers and was an invited speaker at South by Southwest in 2018.

The popular SCWA CEO Forum will kick off the 2021 Convention & Car Wash EXPO. Michael will help us move **FORWARD TOGETHER** for a successful 2021.



EXPO Floor & Quick Talks Hours | Wednesday 1:00 – 6:00

FORWARD TOGETHER

Thursday Highlights

KEYNOTE SPEAKER • 10:30
Steve Forbes - Chairman & CEO of Forbes Media



Obamacare, Replacing the Tax Code and Reforming The Fed will Restore Hope and Prosperity, co-authored by Elizabeth Ames.

- Steve writes editorials for each issue of Forbes under the heading "Fact and Comment."
- Steve campaigns vigorously for issues including a flat tax, medical savings accounts, a new Social Security system for working Americans, parental choice of schools for their children, term limits and a strong national defense.

- **2021 Lifetime Achievement Award Presentation**
- **Car Wash Investing Basics**
- **Round Table Discussions**
- **Idea Exchange Sessions**
- **Celebrate SCWA Evening Event**

- Steve's newest project, the podcast "What's Ahead," engages the world's top newsmakers, politicians and pioneers in business and economics in honest conversations meant to challenge traditional conventions.
- Steve's latest book is *Reviving America: How Repealing*

EXPO Floor & Quick Talks Hours | Thursday 1:00 – 5:00

Friday Highlights

CAR WASH ACADEMY • 8:30-11:30

Concurrent Sessions offering straightforward business solutions; management strategies and innovative car wash business ideas. The Academy will offer topics for all car wash models & experience levels.

- **Professional Detailing Educational Sessions presented by the International Detailing Association**
- **Closing Luncheon, Door Prizes & Introduction of 2021-2022 Officers & Directors**

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**Wonderful show,
tremendous
sessions... invaluable
information,
knowledge, and
networking**

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First Large Car Wash EXPO Of 2021

- The 2021 SCWA EXPO will showcase companies from North America with over 80,000 square feet of the latest in car wash and lube equipment, services and supplies.
- Network with successful car wash owners from across the nation. Attend premier education and interactive workshops in the Quick Talks Area.



REGISTER EARLY & SAVE: WWW.SWCARWASH.ORG

Register before May 26, 2021 for your discount. New & Current Members also save \$25 on Annual SCWA Dues Renewal when combined with the ALL ACCESS REGISTRATION PACKAGE.

Visit **SWCARWASH.ORG** for reservation links for all Group Rate Hotel Options. Reservations must be made before May 10, 2021, or until the group blocks are sold out, to guarantee the reduced rate.

SCWA is Headed to the Stockyards



Thursday Evening following the EXPO join us for an unforgettable evening of networking & fun to Celebrate SCWA at the Fort Worth Stockyards!!

Please note: Space for this event is limited and pre-registration is required by May 26.

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Get Social: #SCWA2021

@sw_carwash

Southwest Car Wash Association

SWCARWASH

Southwest Car Wash Association

SOUTHWEST CAR WASH ASSOCIATION

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