



EXPERIENCE SCWA

2026 PROGRAM AT A GLANCE

WEDNESDAY, FEBRUARY 25

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

Lower Level - 12th Street Foyer

9:30 **Pre-Convention Devotion**

Lower Level - Room 102

Scott Hicks – Grime Scene Car Wash

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

10:30 **CEO Forum**

Upper Level - Ballroom C

Scott “Intake” Kartvedt



Scott Kartvedt will deliver inspiring, high-impact insights on thriving in high-stakes environments. Through powerful stories, video, and proven strategies, he'll show SCWA attendees how to build a culture of trust, communicate with clarity, and execute with confidence when it matters most.

A former U.S. Navy Blue Angels solo pilot, stunt pilot for **Top Gun: Maverick**, and aviation safety supervisor for **Mission Impossible 8**, Scott also served as CEO of the Navy's F-35 program and commanded large military units in combat.

SPONSORS: AUTOBELL CAR WASH
MISTER CAR WASH
WATERWAY CAR WASH

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

EXPO Hall ABC

See Inside for the Full EXPO Quick Talks Sessions Schedule.

4:30 - WELCOME RECEPTION IN EXPO AREA

SPONSORING HOSTS: PETIT AUTO WASH
QUAL CHEM

THURSDAY, FEBRUARY 26

7:00 **Convention Registration**

Lower Level - 12th Street Foyer

7:30 **Continental Breakfast**

Upper Level - 12th Street Landing

SPONSORING HOST: C K CAR CARE

8:00 **FAST TRACKS**

202

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

Detailing at Your Car Wash

Prentice St. Clair
International Detailing Association

Self Serve/IBA – Best Operational Practices

Robert Greene - Car Wash Express

Increase Your Business Thru Social Media

Mel Ohlinger - Ohm Co

HR and Other Legal Issues

Jacob Monty - Monty & Ramirez Law Firm

Maintenance & Training

Aaron Green - Wild Blue Car Wash

Manager Idea Exchange Ideas to Start Today

Derek Martin - Metro Express

Keeping Your Employees and Customers Safe

Rick Price - CarWash808 Express

Increasing Customers

Thru Community Involvement

Brian Mattingly - Welcomemat

How to Lower Your Insurance Premiums

Angela & James Stubbs

Stubbs Insurance & Finance

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. Attendance is open to car wash operators only. No vendors, please.



PANEL: Robert Andre - Car Wash College
Iona Kearney - Speedy Sparkle Car Wash
Derek Martin - Metro Express



THURSDAY, FEBRUARY 26 - *continued*

9:00 IDEA EXCHANGE SESSIONS

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

A. Conveyor/ Exterior Idea Exchange Session

203

Moderators: Drew Congleton; Carl Howard

B. Self Serve/ IBA Idea Exchange Session

201A

Moderators: Robert Greene; Tim Jones

B. Detailing Idea Exchange Session

201C

Moderator: Prentice St. Clair

10:30 General Session

Upper Level - Ballroom C

Welcome: Jeff Blansit - SCWA President

Presentation - 2026 SCWA Lifetime Achievement Award



Paul Fazio

SONNY'S THE CARWASH FACTORY
Celebrates this Recognition by SCWA



Keynote Address - Kevin McCarthy

Kevin McCarthy, the 55th Speaker of the U.S. House of Representatives, will share innovative strategies for growing your business and succeeding in dynamic times. Drawing on his business and political experience, he'll focus on anticipating and meeting customer needs.

A former small business owner who later earned bachelor's and master's degrees in business, McCarthy now leads the ALFA Institute, advancing innovation in areas such as artificial intelligence and advanced manufacturing.

SPONSOR: PRO-TECH SERVICE COMPANY

12:00 Attendee Lunch with Exhibitors

Ballroom AB

SPONSORING HOSTS:

ASCENTIUM CAPITAL

CHARGER PRIME COMMERCIAL

KLEEN-RITE

WASHWORLD

BAKER EQUIPMENT & SUPPLY

CLEAN WORLD DISTRIBUTION

MICROLOGIC ASSOCIATES

WELCOMEMAT

1:00- EXPO HOURS

EXPO Hall ABC

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

**REFRESHMENT BREAK SPONSORS: CAR WASH SUPERSTORE
N1 BUYING GROUP**

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

Load Buses at the
13th Street Entrance
Beginning at 6:00 pm



**ENJOY AN EVENING OF FUN, FOOD,
MUSIC & FRIENDS**

SPONSORING HOSTS:

ATTLEE/ MIRACLE

CARWASHKING

COLEMAN HANNA

LE ENGINEERING

SIMPLE WASH SOLUTIONS



CONNECTING THE



FRIDAY, FEBRUARY 27

8:00 Convention Registration

Lower Level - 12th Street Foyer

8:00 Continental Breakfast

Upper Level Foyer - 12th Street Landing

SPONSORING HOST: AMPLIFY CAPITAL GROUP

**8:30 &
9:30 REPEAT**

SCWA CAR WASH ACADEMY CONCURRENT SESSIONS



**Creating Your Competitive Edge
Through Culture & Training**

204A

Presenter: Sarah Turner - Living H2O

Moderator: Drew Congleton



Building Your Business by the Numbers

203A

Presenters: Jeff Pavone - Amplify Capital Group

Chris Jenks - Amplify Capital Group

Moderator: Jeff Blansit



NEXT-GEN Architecture

204A

Make Your Business Stand Out

Presenter: Rick Price - CarWash808 Express

Moderator: Iona Kearney



The New Look of Express Detail

201C

Presenters: Prentice St. Clair - IDA

Keith Duplessie - IDA

10:30 SCWA Annual Report & Closing General Session

202BCD



THRIVE BY BEING ONE OF A KIND

Take what makes your operation unique and turn it into the power to thrive.

Speaker: Pete Nani - CEO ZIPS Car Wash

EXPO AREA QUICK TALKS

WEDNESDAY, FEBRUARY 25

**1:30 AI-Powered Websites &
Washes: How to Future Proof
in 2026**

Mel Ohlinger - Ohm Co

**2:30 Modernize Your Car Wash
Today - Your Competitor
Already Has**

Aaron Green - Wild Blue Car Wash

**3:30 Increase Retail Customers
without Losing UWC Members**

Steve Gaudreau - Brink Results

**4:30 New Ideas for the Self Serve
& IBA Operators**

Jim Lanman - Touch4Wash

THURSDAY, FEBRUARY 26

1:30 Manager to Manager

Dawson Kipniss
Rodeo Express Car Wash

**2:30 Capital Strategies for Today's
Carwash Market**

Reuven Birnkrant
PetroCal Assoc

**3:30 Important Benchmarks for
Your Car Wash Business**

Dylan von Kleist
AMP Memberships

**4:00 NextGen Presentation
By Invitation Only**

All QUICK TALKS 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.



THANKS TO OUR SPONSORS

DIAMOND

DRB

Gallop Brush

Motor City Wash Works

National Carwash Solutions

OPW Vehicle Wash Solutions

Ver-tech Labs

KEYNOTE ADDRESS Pro-Tech Service Company

BADGE LANYARD

Sonny's The CarWash Factory

REGISTRATION BAGS

Qual Chem

ESCALATOR DISPLAY

D&S Car Wash Supply/WashCard
Laguna Industries

EXPO CHARGING STATIONS

Simoniz

LIFETIME ACHIEVEMENT HONOR

Sonny's The CarWash Factory

CEO FORUM

Autobell Car Wash
Mister Car Wash
Waterway Car Wash

CONVENTION BADGE

Baker Equipment & Supply

NEXTGEN PROGRAM

Champion Xpress Car Wash
Sonny's The CarWash Factory

OFFICIAL EVENT APP

Attlee | Miracle

ATTENDEE LUNCH WITH EXHIBITORS

Ascentium Capital
Baker Equipment & Supply
Charger Prime Commercial
Clean World Distribution
Kleen-Rite
Micrologic Associates
Washworld
Welcomemat

CELEBRATE SCWA EVENT

Attlee | Miracle
CarWashKing
Coleman Hanna Carwash Systems
LE Engineering
Simple Wash Solutions

EXPO WATER STATIONS

J.E. Adams/Proto-Vest

WEDNESDAY EXPO RECEPTION

Petit Auto Wash
Qual Chem

THURSDAY CONTINENTAL BREAKFAST

C K Car Care

FRIDAY CONTINENTAL BREAKFAST

Amplify Capital Group

EXPO BOOTH BEVERAGES

Dencar Technology

EXPO REFRESHMENT BREAKS

Car Wash Superstore
N1 Buying Group

EVENT SPONSORS

Acquire Video Security
American Lube Supply/Royal Purple
Car Wash Superstore
Con-Serv Manufacturing
Etowah Valley Equipment
Express Carwash Equipment
Hamilton Manufacturing
Rinsed
Stinger Chemical

EXPO DIGITAL BRANDING

Hoffman innovatET
Kirikian Industries - NEOGLIDE
KO Manufacturing
Laguna Industries
McCleen Solutions
Retention Express



Join Us Next Year!
February 24-26, 2027
SCWA Convention & EXPO
Fort Worth Convention Center