

**Elements of a Profitable Detailing Operation**

201C

**Presenter: Prentice St. Clair, International Detailing Association**

9:00am - Part 1: "Menu, Pricing, Marketing" Learn what service offerings are best to provide your customers, how much to charge, and how to move customers over to the detail area.  
10:00am -Part 2: "Facility, Equipment, Staffing" Learn how much space is needed for detailing, what kind of equipment investment is necessary, and how to find, train, and maintain staffing.



**Improving Employee Retention-More Important Than Ever**

203AB

**Presenter: Steve Gaudreau, Brink Results**

Turnover in the car wash business and among all businesses in general is at an all-time high. This program will provide proven strategies to reduce turnover as well as improve employee performance. Implementing just some of the methods shared in this program will make a difference back at your wash.

Moderator: JT Thomson



**Working With Your Local Officials**

203C

**Presenter: Chad West, Mayor Pro Tem - Dallas**

Operating a successful and profitable car wash of any model requires working with local community officials. Dallas City Council member Chad West will give insights and observations to help us navigate the system and work closely with our local elected officials.

Moderator: Jeff Blansit



**Building Dollars on the Drive!**

204AB

**Are your aggressive sales efforts killing your brand?**

**Presenter: Chris Brown, Myrrh Consulting**

What good is capturing additional sales if the pressure customers encounter pushes them away for good? In this interactive and insightful seminar, learn how to thread-the-needle of upselling/cross-selling without turning away business. Participants will learn a proprietary, proven system for maximizing revenue per guest & conversion percentages.

Moderator: Frank Nucheren

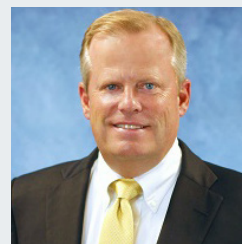
**11:00**

**CLOSING GENERAL SESSION**

202ABCD

**Transformation of the Car Wash Industry**

A Closing Panel discussion You Can't afford to Miss! Top Car Wash Professionals will provide meaningful discussion highlighting the transformation of the car wash world. Learn what these challenging dynamics mean to you and your business.



**Panelists:** Gary Dennis CEO & Founding Partner - Mammoth Holdings  
Paul Fazio CEO - Sonny's Holdings  
Mike Gillen President & CEO - National Carwash Solutions  
Carl Howard President & COO - HOWCO

Moderator: Rich DiPaolo Associate Publisher - Professional Car Wash & Detailing Magazine