

# 30 Under 30

## Criteria Overview



# 30 Under 30 Criteria:



## Eligibility

- Nominees must be 29 years old or younger by December 31 of the nomination year.
- Nominees must be members of the SCWA or their company must be a member in the nomination year

## Innovative Leadership

- Demonstrate the implementation of cutting-edge technologies, such as automation or mobile applications, that enhance operational efficiency and customer satisfaction.
- Show a track record of creative problem-solving and innovation within the car wash industry.

## Commitment to Sustainability

- Engage in practices that promote environmental leadership, such as using biodegradable chemicals or using advanced water-saving technologies.
- Advocate for sustainable business models that reduce ecological footprints.

## Social Impact and Community Engagement

- Utilize business platforms to drive positive social change, such as creating inclusive employment opportunities.
- Actively participate in community initiatives or partnerships that benefit local populations.

## Excellence in Customer Experience

- Develop and implement strategies that significantly enhance customer service, including innovative loyalty programs or personalized services.
- Gather and act on customer feedback to continuously improve service offerings.

# 30 Under 30 Criteria:



## Operational Excellence

- Exhibit exceptional skills in optimizing business operations to increase efficiency and profitability.
- Implement innovative techniques to streamline processes and reduce operational costs.

## Marketing Prowess

- Successfully leverage digital marketing tools and strategies to expand market reach and brand recognition.
- Demonstrate creativity in marketing campaigns that resonate with target audiences.

## Recognition and Achievements

- Have received industry awards or recognitions that highlight contributions to the car wash industry.
- Showcase notable achievements that set you apart from peers.

## Potential for Future Growth

- Display a clear vision for future endeavors and the potential for continued impact within the industry.
- Set ambitious goals and demonstrate the capability to achieve them through strategic planning and execution.