



CONNECTING THE CAR WASH WORLD

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 give the SCWA attendees inspiring and motivational insights on thriving in high-stakes environments. Through his powerful stories, videos and proven strategies, Scott will equip attendees on how to build a strong business culture based on trust, communicating with clarity, and executing with confidence—all when it matters most.

Scott brings SCWA an outstanding military and business record of leadership and building a culture of excellence in organizations including:

- Pilot with the legendary U.S. Navy Blue Angels for three years as the #7, #6 and finally #5 solo pilot.
- Stunt pilot in **TOPGUN Maverick** bringing high-speed precision to the famous Hollywood movie.
- Aviation safety supervisor in **Mission Impossible 8**.
- Served as CEO of the Navy's F35 program at the Pentagon in 2011 and was selected as the Navy's first stealth fighter squadron commanding officer.
- 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

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

4:30 - WELCOME RECEPTION IN EXPO AREA

SPONSORING HOSTS: PETIT AUTO WASH
QUAL CHEM

ENJOY THE EVENING TO NETWORK WITH YOUR CAR WASH FRIENDS

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

2026 SCHEDULE OF EVENTS

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	Maintenance & Training Aaron Green - Wild Blue Car Wash
	Self Serve/IBA - Best Operational Practices Robert Greene - Car Wash Express	Manager Idea Exchange Ideas to Start Today Derek Martin - Metro Express
	Increase Your Business Thru Social Media Mel Ohlinger - Ohm Co	Keeping Your Employees and Customers Safe Rick Price - CarWash808 Express
	HR and Other Legal Issues Jacob Monty Monty & Ramirez Law Firm	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

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	
	C. Detailing Idea Exchange Session	201C
	Moderator: Prentice St. Clair	

10:15 BREAK

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 served as the 55th Speaker of the U.S. House of Representatives.

McCarthy will share with SCWA attendees innovative strategies to grow your business and succeed in these dynamic times. Drawing on his business & political experience McCarthy will emphasize anticipating and meeting customer needs.

Described as a man who exudes "true American grit," McCarthy's political and business journey is the quintessential American story. After starting a small business at the age of 21, McCarthy went back to college to earn his bachelor and master degrees in business.

Kevin McCarthy has moved into the private business arena to help America win a "technological space race" launching the tech and innovation ALFA Institute. The Institute will focus on everything from artificial intelligence to 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

1:00-5:00 EXPO HOURS

EXPO Hall ABC

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

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



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 & Repeats 9:30 **SCWA CAR WASH ACADEMY** **Concurrent Sessions**



Creating Your Competitive Edge Through Culture & Training
Presenter: Sarah Turner - Living H2O

204A

Moderator: Drew Congleton

With the significant growth of the car wash industry and many car wash owners experiencing closer competition what is the answer to creating and maintaining the competitive edge in your market? Sarah will bring to this session her vast car wash experience and share specific keys to implement immediately to set yourself apart from the car wash down the street.



Building Your Business by the Numbers
Presenters: Jeff Pavone - Amplify Capital Group
Chris Jenks - Amplify Capital Group

203A

Moderator: Jeff Blansit

Learn the latest car wash industry data and marketing statistics giving you a solid foundation to position your car wash business for growth and a greater competitive advantage.



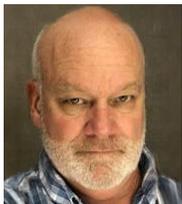
NEXT-GEN Architecture - Make Your Business Stand Out
Presenter: Rick Price - CarWash808 Express

202A

Moderator: Iona Kearney

For decades, car wash buildings were treated as little more than functional infrastructure — simple concrete or steel boxes meant to keep equipment dry and out of sight. Their purpose was purely utilitarian, and their appearance reflected that.

This Academy Session will explore the architectural trends reshaping the car wash industry — and how intentional design directly enhances performance, fuels business expansion and elevates safety.



The New Look of Express Detail
Presenters: Prentice St. Clair - International Detailing Association
Keith Duplessie - International Detailing Association

201C

Detailing technology has changed and so should you. New machines and chemicals make express detailing easier than ever to deliver with better value for the customer. This session will discuss what is needed to convert your operation as well as the expectations of your customers.

10:30 **SCWA Annual Report & Closing General Session** *202BCD*

THRIVE BY BEING ONE OF A KIND



Speaker: Pete Nani - CEO ZIPS Car Wash

Take what makes your operation unique and turn it into the power to thrive. This session will explore car wash operations from all aspects and the importance of each part of the process in maintaining a loyal customer base while always attracting new customers. Nani will bring his broad car wash experience across several car wash companies to highlight what you can do today to stand out from your competitors. Car wash owners have many decisions and challenges every day - so make sure your choices and execution encompasses all components of your car wash business identity.



QUICK TALKS - EXPO HALL

WEDNESDAY, FEBRUARY 25

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



Mel Ohlinger - Ohm Co
Moderator: Tim Jones

Mel Ohlinger explains how AI-driven search is changing customer acquisition and why car wash websites must be built for AI, not just people. She shares practical AI tools, future-ready tech insights, and simple steps operators can use to streamline tasks and improve customer experience.

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



Aaron Green - Wild Blue Car Wash
Moderator: Iona Kearney

Tired-looking car washes struggle to stay competitive in today's market. Join Aaron Green, owner of Wild Blue Car Wash, for a rapid dive into the essential strategies for modernizing existing facilities. Staying up to date in appeal, equipment and services is the key to staying ahead of your competitors and attracting customers. Learn strategies to elevate your brand, and drive profits.

3:30 Increase Retail Customers without Losing UWC Members



Steve Gaudreau - Brink Results
Moderator: Drew Congleton

What happens when an operator has a large drop in retail customers? This session will discuss the 3 principle causes of why the drop in non-members is occurring. Attendees will be given several specific actions they can take to increase the volume of retail customers while not losing the important and consistent memberships.

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



Jim Lanman - Touch4Wash
Moderator: Robert Greene

Stop battling "Downtime Drama" and "Admin Autopilot" and start building a lasting legacy. This session introduces The Independent Car Wash Owner's Blueprint, showing small to mid-sized operators how to use the R.A.W. method and smart automation to create loyal customers, drive growth, and lead their local market.

THURSDAY, FEBRUARY 26

1:30 Manager to Manager



Dawson Kipniss - Rodeo Express Car Wash
Moderator: Derek Martin

Join this session to hear successful car wash managers discuss their secrets on training; customer service; maintenance; and building a great car wash culture. The session will include an open mic format for attendees to ask questions and exchange ideas.

2:30 Capital Strategies for Today's Carwash Market



Reuven Birnkrant - PetroCal Assoc.
Moderator: Carl Howard

Rates have declined, the tax code has evolved, and the carwash industry continues to garner interest from lenders and investors alike. As you evaluate your portfolio and growth plans for 2026 and beyond, learn about various capital planning strategies operators are using today to achieve their goals.

3:30 Important Benchmarks for Your Car Wash Business



Dylan von Kleist - AMP Memberships
Moderator: Iona Kearney

As we move into 2026 having important industry insights can push your car wash business far ahead of your competition. Join Dylan as he shares information and data on broad car wash trends; weather impact, consumer behavior and other car wash related statistics. The session will open the door to meaningful year over year patterns with fresh takeaways.

4:00 NextGen Reception - By Invitation Only



Moderator: Jeff Blansit

Recognizing the 2026 SCWA
NEXTGen Honorees

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.