



EXPERIENCE SCWA

2025 PROGRAM AT A GLANCE

WEDNESDAY, FEBRUARY 26

8:30- 6:00 **Convention Registration** *Lower Level - 11th Street Foyer*

9:30 **Pre-Convention Devotion** *Lower Level - Room 103*
Derrick Merchant - Champion Xpress Car Wash
Enjoy a motivational start to your SCWA EXPERIENCE with industry friends.

10:30 **CEO Forum** *Upper Level - Ballroom C*
Michael Dominguez



Michael Dominguez, President & CEO for Associated Luxury Hotels International (ALHI), brings an outstanding reputation for helping companies and small business achieve amazing customer service and branding. Michael is actively involved in leadership roles in the Meetings and Events Industry and is a Past Chairman of the International Board for MPI.

This SCWA CEO Forum will be a "can't miss" for you, your employees and your business!

SPONSOR: WASHCARD SYSTEMS/D&S CAR WASH SUPPLY

1:00- 6:00 **EXPO HOURS** *EXPO Hall CDEF*
See Inside for the Full EXPO Quick Talks Sessions Schedule.

4:30 - WELCOME RECEPTION IN EXPO AREA
SPONSORING HOST: PETIT AUTO WASH

THURSDAY, FEBRUARY 27

7:00 **Convention Registration** *Lower Level - 11th Street Foyer*

7:30 **Continental Breakfast** *Upper Level - 12th Street Landing*
SPONSORING HOST: LAGUNA INDUSTRIES

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

RENOVATE • REFRESH • REINVEST
Trent Clark - APDG Architects

Manager Idea Exchange - Ideas to Start Today
Derek Martin - Metro Express

TalkCarWash Round Table
Tyler Slaughter - TalkCarWash
Blake Newman - TalkCarWash

Increasing Customers Thru Community Involvement
Brian Mattingly - Welcomemat

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. Open only to car washers. No vendors, please.

PANEL: David Begin - Wild Blue Car Wash
Iona Kearney - Speedy Sparkle Car Wash
Derrick Merchant - Champion Xpress Car Wash



THURSDAY, FEBRUARY 27 - *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 Conleton; Carl Howard; Chad West

B. Self Serve/ IBA Idea Exchange Session 201A
Moderators: Robert Greene; Tim Jones

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

10:15 Break

10:30 General Session

Upper Level - Ballroom C

Welcome: Jeff Blansit - SCWA Board of Directors

Keynote Address - Brian Kilmeade



Brian will provide convention attendees with unique perspectives and insights to guide our businesses in 2025 and beyond.

After joining Fox News in 1997, Kilmeade was soon named co-host of Fox & Friends, where he still thrives alongside the extraordinarily talented Steve Doocy and Ainsley Earhardt. Together they have powered their way to the top spot in morning cable TV.

SPONSOR: PRO-TECH SERVICE COMPANY

12:00 Attendee Lunch with Exhibitors

Ballroom AB

SPONSORING HOSTS:

ASCENTIUM CAPITAL	MICROLOGIC ASSOCIATES
BAKER EQUIPMENT & SUPPLY	WASHWORLD
CHARGER PRIME COMMERCIAL	WELCOMEMAT
KLEEN-RITE	WASHCARD SYSTEMS/ D&S CAR WASH SUPPLY

1:00- EXPO HOURS

EXPO Hall CDEF

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

BREAK SPONSORS:

ASSURED PARTNERS OF TEXAS	MATRIX TECHNOLOGIES
CAR WASH SUPERSTORE	RETENTION EXPRESS
GALLOP BRUSH COMPANY	WASH GEC

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

*Load Buses at the
11th Street Entrance
Beginning at 6:00 pm*



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

SPONSORING HOSTS:
ATLEE/MIRACLE
COLEMAN HANNA
GALLOP BRUSH COMPANY
SIMPLE WASH SOLUTIONS
SONNY'S THE CARWASH FACTORY



FRIDAY, FEBRUARY 28

8:00 Convention Registration

Lower Level - 11th Street Foyer

8:00 Continental Breakfast

Upper Level Foyer - 12th Street Landing

SPONSORING HOST: LAGUNA INDUSTRIES

**8:30 &
9:30**

SCWA CAR WASH ACADEMY CONCURRENT SESSIONS

RENOVATE • REFRESH • REINVEST 202A

Presenters: Jeff Blansit - Water Works Express
Trent Clark - APDG Architects
Carl Howard - Autobell Car Wash

Moderator: Drew Congleton



Automation is the Car Wash Future 203A

Presenter: Brian Epstein - Writer/Consultant

Moderator: Chad West



Car Wash Safety - For Your Customers & Employees 204A

Presenter: Ricky Price - CarWash808 Express

Moderator: Iona Kearney



Detailing Strategies for Your Car Wash 201C

Presenters: Prentice St. Clair - IDA

Boyan Radic - Brightworks Car Wash



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

CAR WASHING FROM SEA TO SHINING SEA!

Panelists:

Bob Dubinsky - Waterway Car Wash-SW
Lance Odermat - Brown Bear Car Wash-NW
John Shalbey - Rojo Car Wash-NE



EXPO AREA QUICK TALKS

WEDNESDAY, FEBRUARY 26

1:30 RENOVATE • REFRESH • REINVEST

Trent Clark - APDG Architects

2:30 Making Your Self Serve/ IBA Competitive

Robert Greene - Car Wash Express

3:30 Creating the Successful Car Wash Manager

Ehren Schleicher - Camel Express

4:30 Creating "Bounce Back" Customers Thru Your Social Media

Mel Ohlinger - Ohm Co

THURSDAY, FEBRUARY 27

1:30 Automation Answer for the Best Car Wash Experience

Brian Epstein - Writer/Consultant

2:30 Unlimited Programs - Guest Return or Rechurn

Chris Brown - Myrrh Consulting

3:30 Detailing for the Successful Car Wash

Prentice St. Clair - IDA

All QUICK TALKS Sessions take place in the back corner of the EXPO Hall. Each session will provide at least "THREE" solid takeaways to immediately use in your business.



THANKS TO OUR SPONSORS

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KEYNOTE ADDRESS Pro-Tech Service Company

CHARGING STATIONS

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REGISTRATION BAG

Baker Equipment & Supply

FEATURED VIDEO

Car Wash Buildings

CEO FORUM

WashCard Systems/D&S Car Wash
Supply

WEDNESDAY EXPO RECEPTION

Petit Auto Wash

LUNCH WITH EXHIBITORS

Ascentium Capital
Baker Equipment & Supply
Charger Prime Commercial
Kleen-Rite
Micrologic Associates
WashCard Systems/D&S Car Wash
Supply
Washworld
Welcomemat

REFRESHMENT BREAKS

Assured Partners of Texas
Car Wash Superstore
Gallop Brush Company
Matrix Technologies
Retention Express
Wash GEC

CONVENTION LANYARD

Flowstat-LE Engineering

CONTINENTAL BREAKFASTS

Laguna Industries

CONVENTION BADGE

Car Wash King

CELEBRATE SCWA EVENT

Attlee/Miracle
Coleman Hanna Car Wash Systems
Gallop Brush Company
Simple Wash Solutions
Sonny's The CarWash Factory

HOTEL KEYCARD

Amplify Capital Group
Sonny's The CarWash Factory

EXPO DIGITAL BRANDING

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American Lube Supply/Royal Purple
AMP Memberships
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Sergeant Sudz
Spotless Wash Solutions
Ver-Tech Labs

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Rinsed



Join Us Next Year!
February 25-27, 2026
SCWA Convention & EXPO
Fort Worth Convention Center