



Tuesday, June 8

- 6:00 SCWA Happy Hour at the Hampton Hotel** *Hampton Hotel Lobby*
Meet your friends at the Hampton Hotel to kick off your 2021 SCWA EXPERIENCE.
SPONSORING HOST: CHEMQUEST

Wednesday, June 9

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

- 9:30 Pre-Convention Devotion** *Room-103*
-Scott Hicks
Enjoy a motivational start to your SCWA EXPERIENCE with industry friends.

- 10:30 CEO Forum – Michael Dominguez, President & CEO of ALHI** *Upper Level-Ballroom BC*
SPONSORS: INNOVATIVE CONTROL SYSTEMS
KLEEN-RITE



Michael Dominguez, President & CEO Associated Luxury Hotels International (ALHI). Dominguez brings an outstanding reputation for helping companies and small business achieve amazing customer service and branding. Dominguez leads a team of nearly 80 professionals located among 26 offices across North America and Europe, leading a group of hotels that are Independent Hotels & Independent Brands that are an exclusive luxury collection. Prior to joining ALHI, Michael served in executive sales leadership roles with MGM Resorts, Loews Hotels, Hyatt Hotels, Starwood Hotels and many more. Michael is actively involved in leadership roles in the Meetings and Event Service Industry and is Past Chairman of the International Board of Directors for MPI. Michael speaks on topics of handling disruption; plus helping create amazing customer service for service centered industries. Michael was recognized in several surveys as a top industry speaker and was an invited speaker at South by Southwest.

- 1:00-6:00 EXPO HOURS** *EXPO Hall DEF*
See page 12 for Quick Talks Sessions Schedule in the EXPO Area.

- 4:30 - WELCOME RECEPTION IN EXPO AREA**
SPONSORING HOSTS: COLEMAN HANNA CAR WASH SYSTEMS
EVERWASH
MICROLOGIC ASSOCIATES
QUALCHEM

- 6:30 SCWA Happy Hour at the Hampton Hotel** *Hampton Hotel Lobby*
Meet your friends at the Hampton Hotel
SPONSORING HOST: CHEMQUEST

Thursday, June 10 *continued*

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

7:30 **Continental Breakfast – State Discussion Tables** *Upper Level-Room 202 ABCD*
Tables will be designated for attendees to discuss state issues.

8:00-10:15 **Car Wash Investor Basics** *Room 204A*
 If you are considering entering the \$23 billion professional Car Wash industry: a current car wash owner, new to the business or changing models; this session is for you. **Open only to car washers present or future.**
PRESENTERS: Jeff Blansit, Andrew Zamora, Justin Alford

8:00 **Fast Tracks** *Room 202 ABCD*
 Pick your topics and circulate between discussion tables. Each session is 25 minutes.

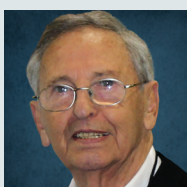
Understanding Your Car Wash Insurance Coverage Pat McCurley, Midlothian Insurance	Managers Insights, Best Practices Damon Van Winkle, Arbor Car Wash
Determine the Value of Your Car Wash George Odden, Ardent Advisory Group	Targeted Marketing to Attract Top Talent Sarah Turner, Living H2O Car Wash
Fraudulent Claims, Labor & Other Legal Business Issues Jacob Monty, Monty & Ramirez-Attorneys at Law	Training 101 (Best Training Programs) Steve Gaudreau, Brink Results
Open Mic Steve Holcomb, Okie Express Auto Wash	Detailing Options for Your Car Wash Prentice St. Clair, International Detailing Association

9:00 **Idea Exchange Sessions**
 Breakout sessions discussing challenges & practical solutions for all car wash models & one line lube/ detail operations.

A. Self-Serve/ Automatic Idea Exchange MODERATORS: Ed Emerson, Mel Ulrich	<i>Room 201ABC</i>
B. Conveyor/ Exterior Idea Exchange MODERATORS: Tyler Furney, Steve Holcomb	<i>Room 203 ABC</i>
C. Detail Operations Idea Exchange MODERATORS: Prentice St. Clair	<i>Room 204B</i>

10:15 **Break**

10:30 **General Session** *Upper Level-Ballroom BC*
Welcome: Jeff Blansit - President



**Presentation of the 2021
 SCWA Lifetime Achievement Award:
 Sonny Fazio (1926-2013)**

Thursday, June 10 *continued***10:30****Keynote Address - Steve Forbes, Chairman of the Forbes Media Empire**

SPONSOR: PRO-TECH SERVICE COMPANY



Steve's newest project is the podcast "What's Ahead," where he engages the world's top newsmakers, politicians and pioneers in business and economics in honest conversations meant to challenge traditional conventions as well as featuring Steve's signature views on the intersection of society, economics and policy.

Steve's latest book is Reviving America: How Repealing Obamacare, Replacing the Tax Code and Reforming The Fed will Restore Hope and Prosperity. Steve is an advocate for a flat tax, enhanced medical savings accounts, a new Social Security system for working Americans, parental choice of schools for their children, term limits and a strong national defense.

12:00**Attendee Lunch with Exhibitors***Lower Level-EXPO Hall BC*

SPONSORING HOSTS: HAMILTON MANUFACTURING
MICROLOGIC ASSOCIATES
SONNY'S CARWASH CHEMISTRY/ SCOTCH PLAID
VELOCITY WATER WORKS

1:00-5:00**EXPO HOURS***EXPO Hall DEF**See page 12 for Quick Talks Sessions Schedule in the EXPO Area.*

BREAK SPONSORS: AUTO WASH SERVICES - WASH SALES
ASSURED PARTNERS/ MIDLOTHIAN INSURANCE AGENCY

6:00**SCWA Heads to Billy Bob's - Fort Worth Stockyards***Load Buses at 11th Street Entrance***ENJOY AN EVENING OF FUN, FOOD & FRIENDS**

SPONSORING HOSTS: BAKER EQUIPMENT & SUPPLY
BIG MAN WASHES
GALLOP BRUSH COMPANY
SONNY'S THE CAR WASH FACTORY

Friday, June 11**7:30****Convention Registration***Lower Level-11th Street Foyer***7:45****Morning Break***Upper Level Foyer - 12th Street Landing***2021 Car Wash Academy - Concurrent Sessions****8:00-9:00****CONCURRENT SESSIONS - (All sessions will repeat from 9:15-10:15)****Virtual Car Wash Tour***Upper Level - Room 201 ABC***Presenter: Rick Price, Owner**

Get an up close and personal virtual tour of the new CarWash808 Express plus operational ideas from owner, Rick Price.

MODERATOR: Andrew Zamora**Mini Express Conversions***Room 202AB***Presenter: Mel Ulrich, The Washhouse**

This presentation will cover the following topics: 1. The Consideration- financial, competition, customer volume, land, pro forma; 2. The Team- architect, manufacturer, GC; 3. The Observation- our conversion experience shared; 4. The Data- car counts, revenue/car, ROI.

MODERATOR: Bobby Story

Friday, June 11 *continued***Characteristics of Great Car Wash Managers***Room 202CD***Presenter: Steve Gaudreau, Brink Results**

Managing a conveyor car wash business successfully is not an easy job! There are a lot of challenges and this program will review the research that has been completed on what are the specific behaviors that are exhibited by high performing site managers. Owners will gain information on what to look for in site managers when recruiting or promoting up from within. Managers attending this program will be able to match their own behaviors to a large group of very successful managers and gain insight into what areas they might want to improve in.

MODERATOR: Viran Nana**Behind the Mask - Creating a Customer Focused Culture in the New Landscape***Room 203AB***Presenter: Lanese Barnett, Amplify Car Wash Advisors**

In a time of social distancing, the push for contact-free options, and overall change in the way we interact, how does a service-oriented business maintain a high level of customer focus? Sometimes without the most universal human connection tool, our smile? Learn practical tips for connecting with customers and building relationships in an ever-changing social landscape.

MODERATOR: Steve Holcomb**9:15-10:15 Above Sessions Will Repeat****International Detailing Association Session***Room 203C***8:00 - Options for Detailing at a Car Wash: From Re-invented Express to High-end Ceramic Coating****Presenters: Keith Duplessie, CD-SV, RT; Marshall Hill; Prentice St. Clair, CD-SV, RT**

We will discuss the many options that a car wash has to offer its customers who are looking for service beyond the wash. There are newer highly efficient tools, chemicals, and techniques that allow the offering of amazingly effective express services. Additionally, more extensive full-service detailing can be a great profit center. Finally, we will dive into the new world of ceramic coatings and the viability of offering this high-profit service at a car wash.

9:15 - Handling Labor Issues on the Detailing Side**Presenters: Keith Duplessie, CD-SV, RT; Marshall Hill; Prentice St. Clair, CD-SV, RT**

Attracting, retaining, motivating, and paying employees in the detail area is different than in the wash area. We will discuss the differences and best practices for both express detailing employees as well as full-service detailing employees.

10:45-11:45 General Session**Adapting to Change in Today's Car Wash World***Upper Level - Ballroom C*

PANELISTS: Justin Alford, Benny's Car Wash
Bill Martin, Metro Express Car Wash
JT Thomson, MODWash

This past year produced both challenges and opportunities on many fronts for the Car Wash Community. The dynamics of the industry are evolving as we move forward in a new environment and a new landscape. This general session panel will discuss many of the challenges and changes as we move forward together.

Noon**Closing Luncheon***Upper Level - Ballroom B*

Introduction of 2021-2022 SCWA Officers & Directors



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.

Wednesday - June 9

EXPO FLOOR

- 1:30 OSHA - New Guidelines for the Car Wash (hazmat guide)**
-John P. Walsh, OSHA Fort Worth Area Office
- 2:30 Mini Express Conversions**
-Mel Ulrich, The WashHouse Car Wash
- 3:30 Cash in on Common Customer Wants & Needs**
-Prentice St. Clair, International Detailing Association
- 4:30 5 Steps to Get the Employee Performance You Want**
-Patrick Gesuele, Brink Results

Thursday - June 10

EXPO FLOOR

- 1:30 Simple Social Media Tips for the Car Wash Owner**
-Zach Davis, Washmore Media
- 2:30 Women Changing the Car Wash Landscape**
-Iona Kearney, Speedy Sparkle Car Wash
- 3:30 Tips for Promoting & Growing Wash Club Memberships**
-Brad Mann
- 4:30 COVID - What You Really Need to Know Now**
-Chad Dieterichs, MD

