

GAME ON!

WINNING TOGETHER



2023 PROGRAM AT A GLANCE

WEDNESDAY, FEBRUARY 22

8:30-6:00 **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** *Upper Level - Ballroom C*



Finding Your Leadership Skills
Jose Costa, CEO of Magnolia Wash Holdings

Featured on the hit TV program Undercover Boss, Costa will offer SCWA Convention attendees insights in critical business operations such as marketing; strategy creation; operational execution; cost reduction and revenue optimization.

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

SPONSOR: CARWASHOS

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 HOSTS: ASCENTIUM CAPITAL
INNOVATIVE CONTROL SYSTEMS
QUAL CHEM

THURSDAY, FEBRUARY 23

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

7:30 **Continental Breakfast** *Upper Level Foyer - 12th Street Landing*
SPONSORING HOST: WASHALIA

7:30 **SCWA Past Presidents Meeting** *201A*

8:00 **FAST TRACKS** *Room 202*
Pick your topics and circulate between discussion tables.
Each session 20 minutes.

Employee /Business Legal Questions
Jacob Monty, Monty & Ramirez Law Firm

Manager Strategies
Sergey Blansit, Water Works Express
Keith Bottoms, Arbor Car Wash

Innovating Your Self-Serve
Shane Larsen, Coinless

Maximize Cars in Your Tunnel
Brian Mattingly, Welcomemat Services

Minimize Risk & Decrease Insurance Cost
Michael McCann, Assured Partners

Detailing at Your Car Wash
Prentice St. Clair, International Detailing Association

What to Know About Your Customer
Dylan von Kleist, AMP Membership

9:00-10:15 **Car Wash 101** *204AB*
Discussion focused 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: Jeff Blansit, Mel Ulrich, JT Thomson

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THURSDAY, FEBRUARY 23 - *continued*

9:00 IDEA EXCHANGE SESSIONS

Breakout sessions discussing challenges & practical solutions for all car wash models & lube/ detail operations.

A. Self-Serve/Automatic Idea Exchange

201BC

Moderators: Tim Jones, Jason Woolf

B. Conveyor/Exterior Idea Exchange

203ABC

Moderators: Frank Nucheren, Chad West

C. Detail Operations: 100 Questions You Need To Answer If You Are Considering (or DOING) Detail

201A

Presenter: Prentice St. Clair, International Detailing Association

10:15 Break

10:30 General Session

Upper Level - Ballroom C



Welcome: Ryan Darby - SCWA President

KEYNOTE ADDRESS - Dick Vitale

The SCWA convention attendees are in store for Vitale's enthusiastic, passionate, sometimes controversial - but never boring - style. Known as Dickie V to his legions of fans all over America, "I'm living the American dream," Vitale once said. I may not always be right, but no one can ever accuse me of not having a genuine love and passion for whatever I do."

SPONSOR: PRO-TECH SERVICE COMPANY

12:00 Attendee Lunch with Exhibitors

Ballroom AB

**SPONSORING HOST: MICROLOGIC ASSOCIATES
WELCOMEMAT**

1:00- EXPO HOURS

EXPO Hall CDEF

5:00 *See next column for the Full EXPO Quick Talks Sessions Schedule.*

**BREAK SPONSORS: ASSURED PARTNERS/MIDLOTHIAN
HURON VALLEY SALES - PROPAC
YELLOW**

6:00 SCWA Heads to Billy Bob's

Load Buses at the 11th Street Entrance

- The World's Largest Honky Tonk

Beginning at 6:00 pm

GET YOUR GAME ON with Fun, Food, Live Music & Friends

**SPONSORING HOSTS: COLEMAN HANNA CARWASH SYSTEMS
GALLOP BRUSH COMPANY
INTERNATIONAL DRYING
MIRACLE
RINSED - CAR WASH CRM
SONNY'S THE CARWASH FACTORY**

FRIDAY, FEBRUARY 24

8:00 Convention Registration

Lower Level - 11th Street Foyer

8:00 Continental Breakfast

Upper Level Foyer - 12th Street Landing

SPONSORING HOST: WASHALIA

SOUTHWEST CAR WASH ASSOCIATION

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FRIDAY, FEBRUARY 24 - continued

8:30 &
9:30

SCWA CAR WASH ACADEMY CONCURRENT SESSIONS



The Business Side of Your Car Wash

Presenters: Jeff Blansit

Tyler Furney

Moderator: Frank Nucherenó

Room 201BC



Retention is the New Acquisition

Presenters: Lanese Barnett

Bobby Thomson

Moderator: Mel Ulrich

Room 203AB

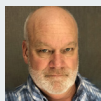


Handling Customer Complaints Without Losing the Customer

Presenter: Steve Gaudreau

Moderator: Chad West

Room 204AB



International Detailing Association Sessions

8:30 - How Do I Train My Employees to Detail

9:30 - Detailing Success: It's All in the Details

Presenter: Prentice St. Clair

Room 203C

10:30 SCWA Annual Report

CLOSING SESSION - Industry Panel Discussion

Room 202



GROWING YOUR BUSINESS IN THE NEXT ECONOMY

Panelists: Justin Alford, Benny's Car Wash
David Begin, CarwashOS
Palmer Dean, WashMetrix

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

EXPO AREA QUICK TALKS

WEDNESDAY, FEBRUARY 22

1:30 To Build or To Buy?

Bill Martin, Metro Express Car Washes

2:30 Car Wash Maintenance/ Troubleshooting

Travis Wilson, Texas Car Wash Concepts

3:30 Transforming Site Managers to Site Leaders

Michael Murry & Kristilyn Reilly,
Champion Xpress Car Wash

4:30 Avoid the Biggest Mistakes Growing Your Wash Club

Mike Sanchez, Brink Results

THURSDAY, FEBRUARY 23

1:30 Employee Best Practices

Jacob Monty, Monty & Ramirez
Law Firm

2:30 Make Your Self Serve Car Wash More Competitive

Shane Larsen, Coinless

3:30 Creating & Cultivating Culture

Michael Murry & Kristilyn Reilly,
Champion Xpress Car Wash

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.



SPECIAL THANKS 2023 SPONSORS

DIAMOND

DRB

Motor City Wash Works
7B Building & Development

KEYNOTE ADDRESS

Pro-Tech Service Company

ATTENDEE BAG

Baker Equipment & Supply

CEO FORUM

CarwashOS

CELEBRATE SCWA EVENT

Coleman Hanna Carwash
Systems

Gallop Brush Company
International Drying

MIRACLE

Rinsed - Car Wash CRM
Sonny's The CarWash
Factory

CONVENTION BADGE HOLDER

Car Wash Superstore

REFRESHMENT BREAKS

Assured Partners/

Midlothian Insurance Agency

Huron Valley Sales/PROPAK

YELLOW

CONTINENTAL BREAKFASTS

Washalia

WEDNESDAY EXPO RECEPTION

Ascentium Capital
Innovative Control Systems
Qual Chem

ATTENDEE LUNCH WITH EXHIBITORS

Micrologic Associates
Welcomemat

SELFIE PHOTO WALL

Amplify Car Wash Advisors
Commercial Plus

HOTEL KEYCARDS

Blendco Systems
Elektrim Motors
Kleen-Rite

EXPO CHARGING STATIONS

Qual Chem
Simoniz USA
Simple Wash Solutions

EVENT SPONSORS

Acquire Video Security
Con-Serv Manufacturing
Hamilton Manufacturing
Stinger Chemical

Turtle Wax Pro
Western Car Wash Insurance