

EXPERIENCE SCWA CONVENTION & EXPO

FORT WORTH CONVENTION CENTER

FEBRUARY 26 - 28

RENOVATE • REFRESH • REINVEST



» STRATEGIES
» INNOVATION
» EDUCATION
» SOLUTIONS
» NETWORKING

- World Class EXPO - 100,000 square feet of the latest car wash equipment, technology, products & services.
- Premier Education Sessions target all experience levels.
- Nationally recognized speakers will provide personal and professional growth.
- Networking opportunities to meet and learn from the most successful business owners and operators from across the nation.
- Unparalleled hospitality made famous by the SCWA EXPERIENCE.

The 2025 SCWA Convention & EXPO is a relaxed and enjoyable setting, providing proven, time tested strategies, techniques & products to improve your business.



WEDNESDAY HIGHLIGHTS

Devotional @ Fort Worth Convention Center • 9:30 am

CEO FORUM 2024 • 10:30 am
Michael Dominguez, CEO
Associated Luxury Hotels International

Michael Dominguez 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 of Directors for MPI. He definitely knows about the service industries.

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



CONVENTION & EXPO

THURSDAY HIGHLIGHTS

KEYNOTE SPEAKER • 10:30 am
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.

- Car Wash 101
- Round Table Discussions
- Idea Exchange Sessions
- Celebrate SCWA Evening Event at Second Rodeo - Mule Alley in the Stockyards

"Wonderful show, tremendous sessions... invaluable information, knowledge, and networking."



FRIDAY HIGHLIGHTS

• **REGISTRATION AND CONTINENTAL BREAKFAST**
Begins at 8:00 am

• **CAR WASH ACADEMY**
Concurrent sessions offering straightforward business solutions; management strategies, and innovative car wash business ideas. The Academy will offer topics for all car wash models & experience levels.

PLUS -

Professional Detailing Educational Sessions presented by the International Detailing Association.

All Academy Sessions Begin at 8:30 am

• **CLOSING SESSION** - You will not want to miss!!
RENOVATE • REFRESH • REINVEST
The transformation currently happening in the car wash world!
Begins at 10:30 - Adjourns at 12:15



EXPO Floor & Quick Talks Hours | Wednesday 1:00 - 6:00

EXPO Floor & Quick Talks Hours | Thursday 1:00 - 5:00