

EXPECT THE BEST

SATURDAY, FEBRUARY 26

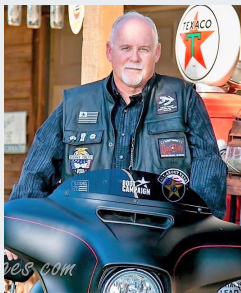
- 6:00 SCWA Happy Hour at the Hampton Hotel** *Hampton Hotel Lobby*
Meet your car wash friends at the Hampton Hotel to kick off your evening!
SPONSORING HOSTS: AUTEC CAR WASH SYSTEMS
COLEMAN HANNA CAR WASH SYSTEMS
WELCOMEMAT

SUNDAY, FEBRUARY 27

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

- 9:30 Pre-Convention Devotion** *Lower Level - Room 103
Across from Registration*
Ray Young
Enjoy a motivational start to your SCWA EXPERIENCE with industry friends.

- 10:30 CEO Forum** *Upper Level Ballroom C*
Full Throttle Leadership: Rising Up with Passion, Power & Purpose!
Steven Foster, Foster + Fathom
SPONSORS: BAKER EQUIPMENT
INNOVATIVE CONTROL SYSTEMS



- “One Man - on One Motorcycle - on One Mission” – to help individuals and organizations find and fuel their personal and professional lives.
- Steven knows leadership requires creating opportunities for people to connect with others around shared interests.
- A Harley-Davidson LIFE member - Steven completed a solo motorcycle ride around the perimeter of the United States - a 34-day, 34-state, 13,000-mile journey dedicated to supporting veterans, active-duty military, and their families.
- When individuals and organizations have clear values and practices, they have the fuel (leadership) necessary to influence, impact and inspire your business, no matter the circumstances.

- 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

- 6:00 SCWA Happy Hour at the Hampton Hotel** *Hampton Hotel Lobby*
Meet your car wash friends at the Hampton Hotel after the EXPO to plan your evening!
SPONSORING HOSTS: AUTEC CAR WASH SYSTEMS
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WELCOMEMAT

7:00-5:00 Convention Registration

FWCC Lower Level-11th Street Foyer

7:30 Continental Breakfast

Upper Level - Room 202ABCD

8:00-10:15 Car Wash Investor Basics

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. A Panel of Experienced Car Wash Operators will be available to address New Investor and Renovation Issues. Open only to car wash operators present or future.

PRESENTERS: Andrew Zamora, Jeff Blansit, JT Thomson

8:00 FAST TRACKS

Room 202ABCD

Pick your topics and circulate between discussion tables. Each session is 20 minutes.

How to Break Through a Stagnate Membership Program

Brian Mattingly, Welcomemat Services

Fraudulent Claims, Labor & Other Business Issues

Jacob Monty, Monty & Ramirez
-Attorneys at Law

Managers Insights, Best Practices

Jason Woolf, The WashHouse

Training 101

Steve Gaudreau, Brink Results

Understanding Your Car Wash Insurance Coverage

Melissa Pirkey, Assured Partners/
Midlothian Insurance
Pat McCurley, Midlothian Insurance

Transform Your Brand With a New Look

Dorielle Birnkrant, PetroCal Associates

Detailing Options for Your Wash

Prentice St. Clair, International Detailing Association

9:00 IDEA EXCHANGE SESSIONS

A. Self-Serve/Automatic Idea Exchange

201AB

Breakout sessions discussing challenges & practical solutions for Self-Serve & Automatic (IBA) Operations

Moderators: Ed Emerson, Jason Woolf

B. Conveyor/Exterior Idea Exchange

203ABC

Breakout sessions discussing challenges & practical solutions for Conveyor/Full Serve and Exterior/Express Operations

Moderators: Frank Nucheren, Tyler Furney

10:30 General Session

Ballroom C

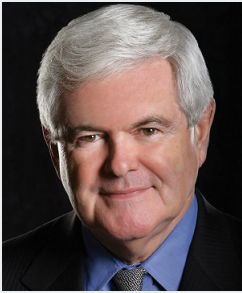
Welcome: Jeff Blansit - SCWA President

Lifetime Achievement Award: Jerry Miller

SPONSOR: SONNY'S THE CARWASH FACTORY

- Innovative voice in the car wash industry.
- Past President of SCWA.
- Past President of ICA.
- Car wash owner for more than 30 years.



10:30	Keynote Address - Newt Gingrich SPONSOR: PRO-TECH SERVICE COMPANY  <ul style="list-style-type: none"> • Former Speaker of the U.S. House Newt Gingrich is one of the foremost economic, social, political, and security-focused thinkers today. • He is well-known as the architect of the “Contract with America” that led the Republican Party to victory in 1994 by capturing a majority in the United States House of Representatives for the first time in 40 years. • Newt was a candidate for President of the United States in 2012. • Gingrich is a Fox News contributor, podcast host (Newt’s World), and syndicated columnist. He is the author of 41 books - His latest books include Beyond Biden and Shakedown. <ul style="list-style-type: none"> • Newt Gingrich is the longest-serving teacher of the Joint War Fighting course for Major Generals. • Teaches officers from all six services as a Distinguished Visiting Scholar and Professor at the National Defense University. • He was a member of the Terrorism Task Force for the Council on Foreign Relations, and he co-chaired the Task Force on United Nations Reform. 	<i>Ballroom C</i>
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12:00	Attendee Lunch with Exhibitors SPONSORING HOSTS: ASCENTIUM CAPITAL MICROLOGIC ASSOCIATES WASH MECHANICS	<i>Ballroom AB</i>
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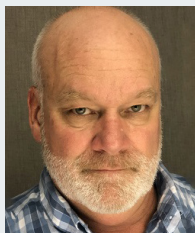
1:00-5:00	EXPO HOURS <i>See page 12 for Quick Talks Sessions Schedule in the EXPO Area.</i> BREAK SPONSORS: ASSURED PARTNERS/MIDLOTHIAN INSURANCE AGENCY SWYPIT	<i>EXPO Hall DEF</i>
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6:00	SCWA Heads to Billy Bob’s - Fort Worth Stockyards SCWA PRIVATE EVENT - ENJOY AN EVENING OF FUN, FOOD, MUSIC & FRIENDS SPONSORING HOSTS: GALLOP BRUSH COMPANY INTERNATIONAL DRYING NATIONAL CARWASH SOLUTIONS SONNY’S THE CARWASH FACTORY	<i>Load Buses at the 11th Street Entrance</i>
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TUESDAY, MARCH 1

7:30	Convention Registration	<i>FWCC Lower Level-11th Street Foyer</i>
7:30	BUFFET BREAKFAST Meet Your 2022-2023 SCWA Board of Directors	<i>202ABCD</i>

9:00 & Repeats 10:00	SCWA CAR WASH ACADEMY  Building Relationships is Key to Staying Competitive Presenter: Lanese Barnett, Amplify Car Wash Advisors We’ve all heard the saying, “it’s not what you know it’s who you know.” Well folks, there is some truth there! Who you know, and more importantly, who you have authentic, meaningful relationships with can make a huge impact on your career and your business. Lanese and a few guests will dive into how to build better, more meaningful relationships with colleagues and customers to be successful. Moderator: Mel Ulrich	Concurrent Sessions <i>201AB</i>
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Elements of a Profitable Detailing Operation

201C

Presenter: Prentice St. Clair, International Detailing Association

9:00am - Part 1: "Menu, Pricing, Marketing" Learn what service offerings are best to provide your customers, how much to charge, and how to move customers over to the detail area.
10:00am -Part 2: "Facility, Equipment, Staffing" Learn how much space is needed for detailing, what kind of equipment investment is necessary, and how to find, train, and maintain staffing.



Improving Employee Retention-More Important Than Ever

203AB

Presenter: Steve Gaudreau, Brink Results

Turnover in the car wash business and among all businesses in general is at an all-time high. This program will provide proven strategies to reduce turnover as well as improve employee performance. Implementing just some of the methods shared in this program will make a difference back at your wash.

Moderator: JT Thomson



Working With Your Local Officials

203C

Presenter: Chad West, Mayor Pro Tem - Dallas

Operating a successful and profitable car wash of any model requires working with local community officials. Dallas City Council member Chad West will give insights and observations to help us navigate the system and work closely with our local elected officials.

Moderator: Jeff Blansit



Building Dollars on the Drive!

204AB

Are your aggressive sales efforts killing your brand?

Presenter: Chris Brown, Myrrh Consulting

What good is capturing additional sales if the pressure customers encounter pushes them away for good? In this interactive and insightful seminar, learn how to thread-the-needle of upselling/cross-selling without turning away business. Participants will learn a proprietary, proven system for maximizing revenue per guest & conversion percentages.

Moderator: Frank Nucheren

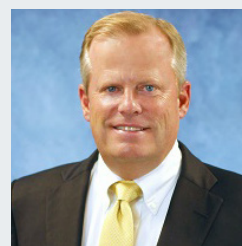
11:00

CLOSING GENERAL SESSION

202ABCD

Transformation of the Car Wash Industry

A Closing Panel discussion You Can't afford to Miss! Top Car Wash Professionals will provide meaningful discussion highlighting the transformation of the car wash world. Learn what these challenging dynamics mean to you and your business.



Panelists: Gary Dennis CEO & Founding Partner - Mammoth Holdings
Paul Fazio CEO - Sonny's Holdings
Mike Gillen President & CEO - National Carwash Solutions
Carl Howard President & COO - HOWCO

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



QUICK TALKS EXPO HALL

All **QUICK TALKS** Sessions take place in the Back Center Section 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 put to use in your business.

Sunday, February 27

EXPO FLOOR

1:30 Power of Operation Standards

David Begin, Carwash OS

2:30 Creating a Culture of Retention

Sarah Turner, Living H2O Car Wash

3:30 Increasing Unlimited Wash Sales

Patrick Gesuele, Brink Results

Monday, February 28

EXPO FLOOR

1:30 Creating a Winning Business Culture

Frank Nuchereneno, Hello Car Wash

2:30 Employee Evaluations: Engagement & Motivation

Iona Kearney, Speedy Sparkle Car Wash

3:30 Insurance Coverage & Claims

Melissa Pirkey, Assured Partners/
Midlothian Insurance

4:30 Is Detailing Viable at My Location

Prentice St. Clair, IDA



2022 SCHEDULE OF EVENTS