



# 2021 CONVENTION & EXPO

Experience SCWA ASSOCIATION

## CONVENTION SCHEDULE

### TUESDAY, JUNE 8

**5:00 pm SCWA Happy Hour at the Hampton Hotel**  
 Meet your friends at the Hampton Hotel to kick off your 2021 SCWA EXPERIENCE.  
 SPONSORING HOST: CHEMQUEST

### WEDNESDAY, JUNE 9

**9:00-6:30 Convention Registration**

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

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



**1:00-6:00 EXPO HOURS**  
 See Below for Quick Talks Sessions Schedule in the EXPO Area.

**4:30 - WELCOME RECEPTION IN EXPO AREA**  
 SPONSORING HOSTS: COLEMAN HANNA  
 EVERWASH  
 QUALCHEM

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

### EXPO QUICK TALKS - EXPO HALL

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

- 2:30 OSHA - New Guidelines for the Car Wash (hazmat guide)**  
-John P. Walsh, OSHA Fort Worth Office
- 3:30 Mini Express Conversions**  
-Mel Ulrich
- 4:30 New Detailing Ideas for Your Car Wash**  
-Prentice St. Clair
- 5:30 5 Steps to Get an Employee to Do What You Need**  
- Patrick Gesuele

#### Thursday - June 10

- 1:30 Social Media Tips for the Car Wash Owner**  
-Zach Davis, WashMore Media
- 2:30 Women - Changing the Car Wash Landscape**  
-Iona Kearney
- 3:30 Tips for Promoting and Growing Club Memberships**  
-Tim Hutchens
- 4:30 COVID - What You Really Need to Know**  
-Chad Dieterichs, MD

# FORWARD TOGETHER

## THURSDAY, JUNE 10

**7:00**      **Convention Registration**

**7:30**      **Continental Breakfast - State Discussion Tables**  
 Tables will be designated for attendees to discuss state issues.

**8:00-10:15** **Car Wash Investor Basics**  
 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.  
**MODERATORS:** Andrew Zamora, Jeff Blansit, Justin Alford

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

**How to Know Your Coverage**  
 Pat McCurley

**Labor and Other Legal Business Issues**  
 Jacob Monty

**Managers Insights**  
 Damon Van Winkle, Tim Hutchens

**Evaluate Your Car Wash Business**  
 George Odden

**Tips & Strategies for Unlimited Plans**

**Training 101 (Best Training Programs)**  
 Steve Gaudreau

**Targeted Marketing to Attract Top Talent**  
 Sarah Turner

**Social Media Tips to Increase Your Customer Base**  
 Zach Davis

**Detailing Options for Your Car Wash**  
 Prentice St. Clair

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

**A. Conveyor/ Exterior Idea Exchange Session**  
**MODERATORS:** Tyler Furney, Steve Holcomb

**B. Automatic/ Self-Serve Idea Exchange Session**  
**MODERATORS:** Mel Ulrich, Ed Emerson

**10:15**      **Break**

**10:30**      **General Session**  
**Welcome: Jeff Blansit - President**  
**Presentation of the 2021 SCWA Lifetime Achievement Award: Sonny Fazio**  
**Keynote Address - Steve Forbes, Chairman of the Forbes Media Empire**  
**SPONSOR: PRO-TECH SERVICE COMPANY**



**12:00**      **Attendee Lunch with Exhibitors**  
**SPONSORING HOSTS:** HAMILTON MANUFACTURING  
 MICROLOGIC ASSOCIATES  
 SCOTCH PLAID  
 VELOCITY WATER WORKS

**1:00-5:00** **EXPO HOURS**  
**See Previous Page for Quick Talks Sessions Schedule in the EXPO Area.**  
**BREAK SPONSORS:** AUTO WASH SERVICES - WASH SALES  
 MIDLOTHIAN INSURANCE AGENCY

**6:00**      **SCWA Heads to Billy Bob's - Fort Worth Stockyards**  
 ENJOY AN EVENING OF FUN, FOOD & FRIENDS  
**SPONSORING HOSTS:** BIG MAN WASHES  
 GALLOP BRUSH COMPANY  
 SONNY'S THE CAR WASH FACTORY



# 2021

SOUTHWEST CAR WASH  
Experience  
SCWA  
ASSOCIATION

## CONVENTION & EXPO

## FRIDAY, JUNE 11

**7:45 Morning Break**

**8:00-9:00 CONCURRENT SESSIONS - (All sessions will repeat from 9:15-10:15)**

### **Virtual Car Wash Tour - 808 Car Wash - Kapulei, Hawaii**

**Presenter: Rick Price**

Get an up close and personal virtual tour of the new 808 Car Wash plus operational ideas from owner Rick Price.

**MODERATOR: Andrew Zamora**

### **Mini Express Conversions**

**Presenter: Mel Ulrich**

One of the trends in the self-serve car wash market today is mini express conversions. Hear first-hand one operator's experience and learning curves in their conversion.

**MODERATOR: Bobby Story**

### **Characteristics of Great Car Wash Managers**

**Presenter: Steve Gaudreau**

Why do successful assistant managers often fail when promoted to site managers? This session will look at both car wash assistant managers and site managers, clarify their differences, and look at ways to prevent promotion failures. Physical attributes, experience, beliefs, and behaviors for both positions will be reviewed. Deciding on whom to promote internally, as well as hiring in a manager in training, may never be the same after this program.

**MODERATOR: John Agnew**

### **Behind the Mask – Creating A Customer Focused Culture**

**Presenter: Lanese Barnett**

This year has presented new challenges for the car wash operator in making sure employees connect with customers in a positive and friendly way. This session will provide great ideas and guidelines for your employees on creating a culture that sets your car wash operation apart.

**MODERATOR: Steve Holcomb**

### **International Detailing Association's Sessions**

**MODERATOR: Prentice St. Clair**

**9:15-10:15 Above Sessions Will Repeat**

**10:45-11:45 General Session –**

### **Adapting to Change in Today's Car Wash World**

**PANELISTS: Justin Alford, JT Thomson, Bill Martin**

2020 produced both challenges and opportunities on many fronts for the Car Wash Community. The dynamics of the industry are evolving and as we move forward in a new environment - we will face a new landscape. This general session panel will discuss many of the challenges and changes as we move forward together.

**Noon Closing Luncheon**

Introduction of 2021-2022 SCWA Officers & Directors