2020 Convention & EXPO



Tuesday, January 28

5:00 SCWA Happy Hour at the Hampton Hotel Hampton Hotel Lobby

COLEMAN HANNA

Meet your friends at the Hampton Hotel to kick off your 2020 SCWA EXPERIENCE SPONSORING HOSTS: CHEMQUEST

Wednesday, January 29

Experience with industry friends.

9:00- Convention Registration Lower Level - 11th Street Foyer 6:30

10:30 Pre-Convention Devotion Room - 103A
Scott Hicks - Enjoy a motivational start to your SCWA

12:30 CEO Forum

Upper Level - Ballroom C

SPONSOR: BIG MAN WASHES



ARTHUR GREENO - CHICK-FIL-A

2:00- EXPO HOURS 6:30 See QUICK TALKS Sessions Schedule

> 4:30 - WELCOME RECEPTION IN EXPO AREA SPONSORING HOSTS: QUAL CHEM SWYPIT

5:30 Grand Prize Drawing - Join us at Booth #209
PRIZE SPONSOR: AP FORMULATORS

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

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Thursday, January 30

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

7:30 Continental Breakfast Upper Level - Room - 202 ABCD State Discussion Tables

Tables will be designated for attendees to discuss state issues.

8:00 Fast Tracks Room - 202 ABCD Pick your topics and circulate between discussion tables.

Each session is 15 minutes

Car Wash Insurance Tips & Tricks MODERATOR: PAT MCCURLEY

How to Value Your Car Wash Business

MODERATOR: HERSHEL PIERCE

Management

Labor and Other Car Wash Business Issues MODERATOR: JACOB MONTY

Social Media Tips to Increase Your Customer Base MODERATOR: KELLY DIEBALL

Tips & Strategies to Blow Past Your Unlimited Plan Goals MODERATOR: BRIAN MATTINGLY

Managers - Tips on Promoting Packages for the Best Return MODERATOR: TIM HUTCHINS

Creating a Business Culture for Success MODERATOR: CHRIS BROWN

Buying or Building: How to Finance Your Carwash Project
MODERATOR: REUVEN BIRNKRANT

2020 CONVENTION & FXPO

Thursday - Continued

10:30

Car Wash Investor Basics 8:00-Room - 201A 10:15

MODERATORS: ANDREW ZAMORA, RONNIE CORBIN

JEFF BLANSIT, JOHN AGNEW

9:00 Idea Exchange Sessions

A. Conveyor/Exterior/Lube-Detail Session Room - 203ABC

MODERATORS: TYLER FURNEY, STEVE HOLCOMB

B. Self-Serve/Automatic Idea Exchange Session Room - 204AB

MODERATOR: MEL ULRICH, PAUL STAGG

10:15 **Break** Room - 202A

> **General Session** Welcome: Andrew Zamora - President

PRESENTATION OF THE 2020 SCWA LIFETIME ACHIEVEMENT AWARD-

BRIAN CAMPBELL

KEYNOTE ADDRESS VICE PRESIDENT DICK CHENEY

SPONSOR: PRO-TECH SERVICE COMPANY

Upper Level Ballroom C

12:00 **Lunch with Exhibitors** Ballroom AB

> SPONSORING HOSTS: CAR WASH INSURANCE PROGRAM/FIRST INSURANCE

MICROLOGIC ASSOCIATES SCOTCH PLAID VACUTECH

VELOCITY WATER WORKS

1:00-**EXPO HOURS** EXPO Hall DEF

5:00 See QUICK TALKS Sessions Schedule BREAK SPONSORS: QUAL CHEM **SWYPIT**

4:30 Grand Prize Drawing- Join us at Booth #118

PRIZE SPONSOR: KLEEN-RITE

5:30 SCWA Headed to the Rodeo

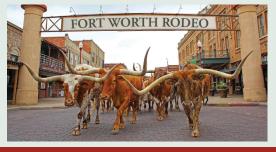
Board Buses 11th Street Entrance (across from SCWA Registration) ENJOY AN EVENING OF FUN. FOOD & FRIENDS

Exchange your SCWA Rodeo Event ticket for an official rodeo ticket prior to boarding buses - see registration desk for details.

SPONSORING HOSTS: GALLOP BRUSH

SONNY'S THE CAR WASH FACTORY

AFTER THE RODEO BUSES WILL DROP OFF AT THE SCWA OFFICIAL HOTELS



2020 CONVENTION & EXPO

Friday, January 31

7:45 Coffee & Pastries

Upper Level 12th Street Landing

2020 Car Wash Academy - Concurrent Sessions

8:00-9:00 CONCURRENT SESSIONS-

Virtual Car Wash Tour, White Water Express Room - 202CD

- Clayton Clark, Ronnie Corbin

MODERATOR: TYLER FURNEY

Successfully Developing Managers

Room - 202B

- Steve Gaudreau

MODERATOR: JOHN AGNEW

Cyber Security - What You Need to

Room - 202A

Know Today!
- Sam Moore

- Sam Moore

MODERATOR: DON WITT

9:15-10:15 **CONCURRENT SESSIONS-**

Cultivating Your Culture

Room - 202CD

- Lanese Barnett

MODERATOR: STEVE HOLCOMB

Fostering Belonging in the Car Wash Work Force

Room - 202B

- Kati Wright & Panel

MODERATOR: RONNIE CORBIN

High Performance Organizations Create Room - 202A

Increased Profits
- Chris Brown

MODERATOR: JEFF BLANSIT

10:45-12:00 **GENERAL SESSION**

Winds of Change - Car Washing In The New Decade

Room - 201ABC

- Justin Alford, David Begin, Gary Dennis, Ford Noe YOU OWE IT TO YOUR BUSINESS NOT TO MISS THIS SESSION

MODERATOR: RICH DIPAOLO

12:15 Closing Luncheon

Room - 201ABC

INTRODUCTION OF 2020-2021 SCWA OFFICERS & DIRECTORS SPONSORSING HOSTS: HYDRA-FLEX

SPONSORSING HOSTS. HTDRA-FLEZ

INNOVATIVE CONTROL SYSTEMS



(WA) EXPO QUICK TALKS - EXPO HALL

All QUICK TALKS Sessions take place in the EXPO Area. Take a Quick Break for a Quick Talk while enjoying the EXPO Floor. Each session will provide at least "THREE" Solid Takeaways to use in your business immediately.

Wednesday

2:30 Online Damage Control

- Lanese Barnett

3:30 Manager Insights - Tips & Tricks

- Damon VanWinkle

4:30 Operations - Expectations vs. Standards

- David Begin

5:30 How to Achieve \$100,000 per Month with Unlimited Clubs

- Patrick Gesuele

Thursday

1:30 Insurance 101 - What is ELPI? - Pat McCurley

- Pat McCuriey

2:30 Women in the Car Wash Industry

- Kati Wright

3:30 Build Your Customer Base Through Community Involvement

- Justin Alford

4:30 The Simple 20 Minute Financial Plan

- DeWayne Hall