

2020 Convention & EXPO



CREATING NEW EXPERIENCES

Tuesday, January 28

- 5:00 SCWA Happy Hour at the Hampton Hotel** *Hampton Hotel Lobby*
Meet your friends at the Hampton Hotel to kick off your
2020 SCWA EXPERIENCE
SPONSORING HOSTS: CHEMQUEST
COLEMAN HANNA

Wednesday, January 29

- 9:00-6:30 Convention Registration** *Lower Level - 11th Street Foyer*
- 10:30 Pre-Convention Devotion** *Room - 103A*
Scott Hicks - Enjoy a motivational start to your SCWA
Experience with industry friends.
- 12:30 CEO Forum** *Upper Level - Ballroom C*

SPONSOR: BIG MAN WASHES
ARTHUR GREENO - CHICK-FIL-A
- 2:00-6:30 EXPO HOURS** *EXPO Hall DEF*
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
COLEMAN HANNA

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

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

SOUTHWEST CAR WASH ASSOCIATION

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Thursday - Continued

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

10:30 **General Session** *Upper Level Ballroom C*

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

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

SPONSORING HOSTS: CAR WASH INSURANCE
PROGRAM/FIRST INSURANCE
MICROLOGIC ASSOCIATES
SCOTCH PLAID
VACUTECH
VELOCITY WATER WORKS

1:00–5:00 **EXPO HOURS** *EXPO Hall DEF*
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**



PROGRAM AT A GLANCE

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 Know Today! *Room - 202A*
- 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 Increased Profits *Room - 202A*
- 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
SPONSORING HOSTS: HYDRA-FLEX
INNOVATIVE CONTROL SYSTEMS



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
- 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