

# GAME ON!

## WINNING TOGETHER

WEDNESDAY, FEBRUARY 22

**8:30-6:00 Convention Registration**

*Lower Level - 11th Street Foyer*

**9:30 Pre-Convention Devotion**  
**Scott Hicks**

*Lower Level - Room 103*

Enjoy a motivational start to your SCWA EXPERIENCE with industry friends.

**10:30 CEO Forum - Finding Your Leadership Skills**  
**Jose Costa, CEO of Magnolia Wash Holdings**

*Upper Level - Ballroom C*



Featured on the hit TV program Undercover Boss, Costa will offer SCWA Convention attendees insights in critical business operations such as marketing; strategy creation; operational execution; cost reduction and revenue optimization.

The SCWA CEO Forum will be a “can’t miss” for you, your employees and your business!

**SPONSOR: CARWASHOS**

**1:00-6:00 EXPO HOURS**

*EXPO Hall CDEF*

*See page 12 for the Full EXPO Quick Talks Sessions Schedule.*

**4:30 - WELCOME RECEPTION IN EXPO AREA**

**SPONSORING HOSTS: ASCENTUM CAPITAL**  
**INNOVATIVE CONTROL SYSTEMS**  
**QUAL CHEM**

THURSDAY, FEBRUARY 23

**7:00 Convention Registration**

*Lower Level - 11th Street Foyer*

**7:30 Continental Breakfast**

*Upper Level Foyer - 12th Street Landing*

**SPONSORING HOST: WASHALIA**

**7:30 SCWA Past Presidents Meeting**

*201A*

2023 SCHEDULE OF EVENTS

<b>8:00</b>	<b>FAST TRACKS</b>	<i>Room 202</i>
	Pick your topics and circulate between discussion tables. Each session is 20 minutes.	
	<b>Employee/Business Legal Questions</b> Jacob Monty Monty & Ramirez Law Firm	<b>Innovating Your Self-Serve</b> Shane Larsen Coinless
	<b>Manager Strategies</b> Sergey Blansit Water Works Express Keith Bottoms Arbor Car Wash	<b>Maximize Cars in Your Tunnel</b> Brian Mattingly Welcomemat Services
	<b>Minimize Risk &amp; Decrease Insurance Cost</b> Michael McCann Assured Partners	<b>Detailing at Your Car Wash</b> Prentice St. Clair International Detailing Association
		<b>What to Know About Your Customer</b> Dylan von Kleist AMP Membership

<b>9:00-10:15</b>	<b>Car Wash 101</b>	<i>204AB</i>
	Discussion focused on the basic fundamentals of being in the \$23 billion professional Car Wash industry. If you are a current car wash owner, new to the business or changing models; this session is for you. Open only to car washers, no vendors, please.	
	<b>Panel: Jeff Blansit, Water Works Express</b> Mel Ulrich, The Washhouse JT Thomson, LUV Car Wash	

<b>9:00</b>	<b>IDEA EXCHANGE SESSIONS</b>	
	Breakout sessions discussing challenges & practical solutions for all car wash models & lube/detail operations.	
	<b>A. Self-Serve/Automatic Idea Exchange</b> Moderators: Tim Jones, Jason Woolf	<i>201BC</i>
	<b>B. Conveyor/Exterior Idea Exchange</b> Moderators: Frank Nuchereno, Chad West	<i>203ABC</i>
	<b>C. Detail Operations: 100 Questions You Need To Answer If You Are Considering (or DOING) Detail</b> Presenter: Prentice St. Clair, International Detailing Association	<i>201A</i>

**10:15**      **Break**

## THURSDAY, FEBRUARY 23 - continued

10:30

### General Session

Upper Level - Ballroom C

#### Welcome: Ryan Darby - SCWA President



#### Keynote Address - Dick Vitale

The SCWA convention attendees are in store for Vitale's enthusiastic, passionate, sometimes controversial – but never boring – style. Known as Dickie V to his legions of fans all over America, "I'm living the American dream," Vitale once said. I may not always be right, but no one can ever accuse me of not having a genuine love and passion for whatever I do."

**SPONSOR: PRO-TECH SERVICE COMPANY**

12:00

### Attendee Lunch with Exhibitors

Ballroom AB

**SPONSORING HOST: MICROLOGIC ASSOCIATES  
WELCOMEMAT**

1:00-5:00 EXPO HOURS

EXPO Hall CDEF

*See page 12 for the Full EXPO Quick Talks Sessions Schedule.*

**BREAK SPONSORS: ASSURED PARTNERS/MIDLOTHIAN  
HURON VALLEY SALES – PROPAK  
YELLOW**

6:00

### SCWA Heads to Billy Bob's • The World's Largest Honky Tonk

Load Buses at

**GET YOUR GAME ON WITH FUN, FOOD, LIVE MUSIC & FRIENDS**

the 11th Street Entrance

Beginning at 6:00 pm

**SPONSORING HOSTS: COLEMAN HANNA CARWASH SYSTEMS  
GALLOP BRUSH COMPANY  
INTERNATIONAL DRYING  
MIRACLE  
RINSED – CAR WASH CRM  
SONNY'S THE CARWASH FACTORY**

## FRIDAY, FEBRUARY 24

8:00

### Convention Registration

Lower Level - 11th Street Foyer

8:00

### Continental Breakfast

Upper Level Foyer - 12th Street Landing

**SPONSORING HOST: WASHALIA**

8:30 & Repeats 9:30

### SCWA CAR WASH ACADEMY

### Concurrent Sessions



#### The Business Side of Your Car Wash

Upper Level - Room 201BC

**Presenters: Jeff Blansit, Water Works Express  
Tyler Furney, Today's Car Wash**

**Moderator: Frank Nucheren**

This educational session will discuss the basic understanding of four largest expense items running your car wash and unforeseen non-recurring expense items that could affect your bottom line. Session will discuss on average, ranges where these expense items should rank as an overall percentage of monthly income. This session will provide guidance for the car wash owner or manager interested in planning and managing expenses.

**Retention is the New Acquisition**

Room 203AB

**Presenters:** Lanese Barnett, Amplify Car Wash Advisors  
Bobby Thomson, Retention Express

**Moderator:** Mel Ulrich

Did you know it can cost 5-25x the amount to acquire a new customer than to keep an existing? With economic challenges likely continuing throughout 2023, keeping your existing customers happy and loyal is more important than ever to maintain and grow your brand value. Now is the time to improve operational efficiencies and deliver an exceptional customer experience to your growing base and really understand them better than ever before.

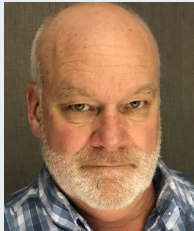
**Handling Customer Complaints without Losing the Customer**

Room 204AB

**Presenter:** Steve Gaudreau, Brink Results

**Moderator:** Chad West

One of the most challenging complaints that any car wash manager must face is when a customer claims the car wash damaged their vehicle. Although this damage is rarely caused by the car wash, customer claims are frequent and must be dealt with so that the customer can be retained. This seminar will provide a proven system on how to not only handle problems but also make the customer want to come back because of how they were treated.

**International Detailing Association Sessions**

203C

**Presenter:** Prentice St. Clair, International Detailing Association

8:30 - How Do I Train My Employees to Detail

9:30 - Detailing Success: It's All in the Details

**SCWA Annual Report**

Room 202

**CLOSING SESSION - Industry Panel Discussion****GROWING YOUR BUSINESS IN THE NEXT ECONOMY**

Today's Carwash environment offers more challenges and opportunities than ever before. With competitive pressures and economic uncertainty, carwash owners and operators need to take a fresh look at their operations for ways to manage costs as well as grow their business. Technology platforms give carwash owners and operators unprecedented information for decision making and customer service. Car washes will grow in both economic boom times and recessions. Will you be one of them that not only survives but thrives? Join us for a panel discussion on "Growing Your Business in the Next Economy".



**Panelists:** Justin Alford, Benny's Car Wash  
David Begin, CarwashOS  
Palmer Dean, WashMetrix

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

# QUICK TALKS - EXPO HALL

## WEDNESDAY, FEBRUARY 22

### 1:30 To Build or To Buy?



Bill Martin  
Metro Express Car Washes

### 2:30 Car Wash Maintenance/ Troubleshooting



Travis Wilson  
Texas Car Wash Concepts

### 3:30 Transforming Site Managers to Site Leaders



Michael Murry  
Champion Xpress Car Wash



Kristilyn Reilly  
Champion Xpress Car Wash

### 4:30 Avoid the Biggest Mistakes Growing Your Wash Club



Mike Sanchez, Brink Results

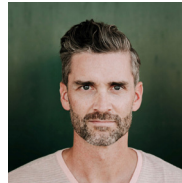
## THURSDAY, FEBRUARY 23

### 1:30 Employee Best Practices



Jacob Monty  
Monty & Ramirez Law Firm

### 2:30 Make Your Self-Serve Car Wash More Competitive



Shane Larsen  
Coinless

### 3:30 Creating & Cultivating Culture



Michael Murry  
Champion Xpress Car Wash



Kristilyn Reilly  
Champion Xpress Car Wash

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.

