



ADVANTAGE

Publication of the Southwest Car Wash Association

First Quarter 2021

FORWARD TOGETHER

2021
CONVENTION & EXPO



JUNE 9-11, 2021
FORT WORTH CONVENTION CENTER



Michael Dominguez
CEO Keynote



Steve Forbes
Convention Keynote



Sonny Fazio
2021 Lifetime Achievement

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PRESIDENT'S MESSAGE



JEFF BLANSIT, SCWA PRESIDENT

Welcome to the 2021 SCWA Convention & Car Wash EXPO edition of the ADVANTAGE.

As I write this article, plans are being finalized for the First Big Car Wash Show in 2021 and everyone is very excited to be coming back together again. The SCWA Board's decision to move the event to June 9-11 has opened so many new opportunities and options for participation. Even with the vaccine being available to everyone by June, SCWA will continue to implement all safety protocols necessary to assure our attendees have a safe and comfortable event environment. For more information on the protocols that will be in place just visit the SCWA website.

The SCWA event continues to be one of the most popular car wash events and continues to grow bigger and better every year. Attendees come from not only the Southwest but also across the U.S.

The 2021 SCWA edition will feature over 325 exhibit booths in over 80,000 square feet of EXPO space featuring the very latest in car wash, lube and detail equipment, supplies and services. So be sure to check out the impressive list of exhibitors in this edition and plan to come experience the EXPO in person. Many of our attendees talk about how much they enjoy visiting the SCWA EXPO because they get to see all the great car wash companies both large and small in a relaxed and comfortable atmosphere.

In addition to the EXPO – SCWA highlights the best all around education program to be found. We will kick off with the CEO Forum featuring Michael Dominguez, who will help us understand our customers' new way of thinking and needs following the pandemic. If you are serious about your car wash business and want to make sure you stay relevant to your customers – this kick off is one you will not want to miss.

EXPERIENCE SCWA 2021 is June 9-11, 2021 at the Fort Worth Convention Center and offers something for everyone.

The popular EXPO Quick Talks happening every hour on the EXPO floor will be back again with a full range of important car wash topics and speakers.

The Friday Car Wash Academy offers a slate of workshops designed for car wash owners and operators from all experience levels. The Academy will conclude with a panel discussion moderated by Professional Car Washing & Detailing, Rich DiPaolo. The past year has produced both challenges and opportunities on many fronts for the

car wash community. This panel discussion will focus on the dynamics of the industry as we move forward in a new landscape. From pandemics to consolidations – how can we use the opportunities and changes to make us all better operators.

Many of our attendees talk about how much they enjoy visiting the SCWA EXPO because they get to see all the great car wash companies both large and small in a relaxed and comfortable atmosphere.

The highlight of the educational program will be the Keynote Speaker, Steve Forbes. Forbes, Chairman of the Forbes Media empire, will give us important insights and guidance to navigate the business and economic environment resulting from the pandemic and the new Biden administration.

As small business owners, we are all busy and have a lot going on in our lives – so the thought of taking a few days away to attend a convention can seem like a stretch. However ROI is the key and if you can come away with only one good idea or new equipment insights to improve your business and increase your profits – then it is certainly worth the investment.

Here are five solid reasons to EXPERIENCE SCWA 2021.

- **Premier Education** – No matter how experienced you are – every one of us can learn and grow. Working in a small business can often be isolating and without exposure to a variety of points of view, we can miss new ideas and trends that can impact future results. EXPERIENCE SCWA 2021 will expose you to new ways of conducting your business and being more productive.
- **Connecting with Other Car Wash Owners** – EXPERIENCE SCWA 2021 provides a great opportunity to network. Often competitors from other regions of the state or region can become valuable resources for referrals and learning new best practices. Avoiding peers for fear of others discovering insights in your business can limit your success. Collaboration is the easy approach to networking - because together people can help each other uncover ideas and discover inspiration when they get to know each other on a more personal level.
- **See the Latest Equipment, Products and Services** – Industry suppliers are some of the best resources for you to learn more about the current business climate. Discovering innovative products and services for your



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business is necessary to stay competitive in today's fast changing world. Plus our vendors who sell to the car wash industry fully grasp what is happening with your market. Invest the time in the EXPO to know the suppliers and turn them into your friends and allies.

- **Share with Others** – Each of us has ideas or experiences that can be valuable in helping others. EXPERIENCE SCWA 2021 gives us the chance to make the car wash industry a better place. What better legacy can you leave? If your strategy is to be the best kept secret in the car wash community you will be missing a valuable opportunity.
- **Have FUN** – Being in business should be rewarding and fun. All work and no play can get to be old fast. EXPERIENCE SCWA 2021 will add a layer of enjoyment to your business life by mixing a social aspect into your learning and business development.

EXPERIENCE SCWA 2021 is June 9-11, 2021 at the Fort Worth Convention Center and offers something for everyone. The program and registration information is included in this edition of ADVANTAGE and you can also visit www.swcarwash.org to register online.

Join us for the **FIRST BIG CAR WASH SHOW** of the YEAR! I encourage you to come experience the power of the car wash community as you only can in the Southwest!

Meet me in Fort Worth.

- Jeff Blansit, SCWA President

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5 ALTERNATIVE MARKETING STRATEGIES

MARKETING

If you own a carwash business, you take pride in getting cars squeaky clean. However, there is so much more to running a successful carwash business than just soap and water.

For your new business to thrive, you need customers, and customers are brought in by good marketing. After all, you're not the only carwash business in town, so you have to find ways to stand out.

Step 1: Use carwash marketing channels

If you're looking to market your business, there are plenty of marketing channels that you can use. Of course, each channel comes with distinct characteristics. Some have a better return on your investment than others, and some cost more. You really need to do your due diligence to find out which ones will be a better fit for your particular business.

Here are some specific examples of how to market your new business:

- Direct mailers
- Adverts showcased in local shopping guides
- Radio ads on local stations
- Local TV ads
- Online video Ads
- Curbside displays and inflatables
- Managing your social media management (free posting to social media)
- Social media advertising (actually paying for additional exposure)
- Online pay-per-click (PPC) ads (you'll be charged per click that redirects to your site via Google ads)
- Online SEO (optimizing of your website so that it is found through search engine results)
- Email marketing (the use of email marketing and public records to reach new and existing customers).

So there are clearly many options open to you. Don't be overwhelmed though, just take your pick or go through each one until you find what works best for you. Of course, you do need to consider your capacity and budget when making that choice.

Step 2: Attract new customers

Every new business relies on attracting new customers. Your business needs to do more than just survive if it has any chance of success. This can only happen when you have a steady stream of clients coming through your doors.



Let's have a look at how you can attract new customers:

- **Know your customers:** This point is a no-brainer. It's the first step in trying to market anything to your potential client base. If you don't know what your customer wants, then your marketing will miss the mark.
- **Personalize the customer experience:** This follows on from knowing your customers. When you identify your exact target market, you can more easily personalize your interactions with them.

When you master the above, you can create a powerful marketing strategy that gives a seamless, intimate customer experience. This in turn results in driving growth and retention.

Step 3: How to improve customer loyalty

Any serious business owner knows how crucial it is to retain customers. The small carwash landscape is a competitive one. If customers are not going to be loyal to you, they will be loyal to another business.

Here are a few ways you can increase customer loyalty at your carwash:

- **Provide first-class service:** Everyone loves great customer service. It's a surefire way to keep customers coming back. Make sure you provide fast but good-quality washes and detailing. Use superior chemicals and equipment. Provide a memorable experience by using pleasantly fragranced foam, cut down customer wait times, and attend to inquiries quickly.

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- **Offer great value:** Most consumers love low prices, but that's not often enough to retain their loyalty. If you offer top-notch services that have perceived value, you will leave a lasting impression. Offer services that cannot be easily replicated by the carwash down the road while ensuring you don't price yourself out of the market.
- **Incentivize with a rewards program:** Your carwash will benefit greatly from having a loyalty program that gets customers to keep coming back. After all, who doesn't like perks and rewards? Offering a free carwash after X number of washes, or giving out military or senior citizen discounts leaves a very positive feeling in your customers. Their loyalty will ultimately mean more for your bottom line.

Step 4: Improve your average carwash ticket

Getting your customers to spend more per visit is vital (if you consider the shrinking or stagnant car counts at many locations). This requires that you take the time to figure out how to increase your average ticket.

So, here's how to improve your average carwash ticket:

- **Put your best foot forward:** First impressions really do matter. Make sure you hire staff that will represent your business with a smile and who will be trained in how to properly handle customers. This will build consumer confidence and lead to higher ticket values. If you use an automated pay station, ensure it projects customer-oriented messages that come across as helpful and

friendly.

- **Showcase a detailed menu:** Your signage should be legible, informative and presented in such a way as to encourage customers to buy more. Offer a number of different packages, but don't overwhelm with too much detail or too many options. Three wash packages along with three extra services are ideal, and use simple package names like "Gold," "Silver" or "Bronze."
- **Make sales pitches:** Make use of signage and staff to highlight managers' specials and particular packages. Your staff should be trained to promote upsells and additional services or products. Also, you can get creative by offering seasonal or event-specific deals.
- **Maintain a spotless site and tunnel/bay:** A pristine site and tunnel or bay are crucial to evoking customer confidence. Ensure your foamers are working well, and use LED lighting, inviting fragrances and package confirmation signage at the tunnel/bay entrance.

Step 5: Use email marketing

In the U.S., e-mail is among the most popular digital activities, which has evolved from a networking tool to a valuable marketing strategy. In North America, the use of the email newsletter is a leading content marketing tactic used by B2B and B2C marketers, allowing digital marketers to engage with existing and potential customers in a cost-effective and quick way.

These are some of the ways emails serve as powerful



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marketing:

- **Creation of personalized content:** You can use email marketing and public records to create your customer profile and develop targeted content.
- **Links that direct traffic to your website:** Make sure to have relevant content on the pages that you redirect people to (such as coupons or discount codes). This is a great way to get people to engage with your brand and buy your services.
- **Promote your brand to new customers:** Statistics show that email is almost 40 times more effective than social media in attracting new customers. You can easily share information about your business and send discount codes and coupons via email.

Email marketing is great for building customer loyalty, driving sales and strengthening brand recognition, so you really should jump onto it if you haven't already.

So there you have it: five alternative ways to market your new business and reach both existing and potential customers. We've discussed many options, but the best strategy is the one that works for you and your business. This article should give you the head-start you need.

- Emily Andrews, Marketing Communications Specialist,
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HIGH CARWASH IQ THROUGH CONTROLLERS

TECHNOLOGY

The modern automated carwash features plenty of bells and whistles. On newly constructed express exterior sites, for instance, double-digit vacuums, high-tech equipment, advanced point-of-sale systems and accelerated conveyor speeds are common. This workhorse equipment creates perfect synchronization to power today's automated carwashes to serve elevated car counts. But, before these components can combine and effectively meet demand — providing to-the-inch cleaning — the “brain of the carwash” must work hard behind the scenes to conduct the whole performance.

These “brains,” also known as carwash controllers, are only getting smarter and more versatile. In short, operators have more analytical information about their businesses than ever before. As a result of both this now-available information and fail-safe features, advanced, automated washes are also much safer to visit.

High-tech meets high IQ

New private equity capital is entering the professional carwashing market at a rapid pace. Major operators and manufacturers have taken advantage of this interest and used the opportunity to recapitalize their businesses, including making investments in product research and development over the past decade. The result is smarter equipment that reduces costs and maximizes performance — all in an effort to satisfy demand and customers. With unlimited plans, automated carwashes that seek to remain competitive must focus on speed, convenience, consistency and quality of service.

Newly funded equipment manufacturers are answering the call with smart equipment. Smart equipment needs advanced controllers.

According to Dave Ragle, DRB's lead software engineer, if an operator of a highly automated tunnel carwash is asking, “Do I need a carwash controller?” he or she is already asking the wrong question. Ragle notes that the operator should instead be asking the following three power questions:

- What type of wash do I have?
- What features do I need?
- Which carwash controller offers the features that I need?

In other words, it's not a matter of whether or not a modern automated carwash should have a controller — it's a matter of what type.

“The answer to those questions will help determine how much investment in space and money is required,” adds Ragle.

For a tunnel carwash, conveyor length as well as the type of equipment and number of devices the controller will operate are leading factors that will dictate an operator's

investment in space and money.

“For example,” continues Ragle, “a smaller tunnel with a typical equipment package may only need 50 or 60 functions.” He adds that the controller needed to power this type of operation might only require less than three linear feet of wall space. For a larger operation that might demand two or three enclosures, operators should plan for as much as 7.5 linear feet of wall space.

“Keep in mind the tunnel controller is the brains of your operation, so you shouldn't skimp when choosing a controller that will wash your customers' vehicles. Whether you expect to wash 200 or 2,000 cars per day, the controller is what will keep your tunnel humming,” asserts Ragle.

Controlled and connected

Using today's controllers, carwash operators can both monitor and operate their washes remotely, tracking analytics throughout the day. Using a mobile or internet-connected device, operators can simply access their controller, track operations and create efficiencies from anywhere in the world. That ability extends to all functions available from the controller itself, including overriding devices, changing settings and current service counts, etc., according to Ragle.

In addition to the commonly used features of a carwash controller, operators can likewise remotely access some of the lesser-used functions of today's carwash controllers. What are some of these underrated features?

“Some [leading examples] of the most commonly under-utilized features of modern carwash controllers include power management, targeted chemical application capabilities, wireless connection for timing the tunnel and running on keypad in an emergency,” lists Bill Myers, Innovative Control Systems' (ICS) support director. Myers also notes that a best practice operators can use is to connect to the controller to a smartphone in order to time the equipment while in the tunnel.

Controllers are also responsible for such advanced equipment as sonar and sensors that initially determine the vehicle type and adjust both equipment positioning as well as chemical and water applications accordingly. In addition to reducing waste, this capability also reduces damage claims and — even more costly — extended downtime.

“Another under-utilized feature is device saturation control, which automatically cuts off solutions, such as tire shine, when enough chemical has already been applied to the device to handle the next vehicle,” Ragle concurs. “This results in less waste of expensive chemicals and reduces ‘sling’ caused by over-application.”



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Bay breeze

While sophisticated tunnel equipment requires large brainpower behind the scenes to operate, in-bay automatic and self-serve equipment controls are generally embedded in the equipment itself. With fewer moving parts and tighter integration, less control is needed to effectively operate this equipment in order to meet savings and satisfaction requirements.

However, according to Ragle, many in-bay automatic operators also have the ability to monitor and access equipment and information remotely. "Your in-bay automatic equipment manufacturer should be able to give more details on how improvements in control allow for improvements in wash quality from an in-bay automatic machine," he adds.

On the horizon

Similar to other equipment found at leading carwashes across the country today, controllers continue to evolve and get better. So, what is on the horizon?

Manufacturers and operators should be excited about the next generation of controller features that will bring their offerings and businesses to the front of the competitive class.

As mentioned, by leveraging the information gleaned from entry sonar and sensors, leading carwashes are providing to-the-inch cleaning. However, this capability is limited to the vehicle's size, shape and protruding surfaces.

What is missing is discovering the vehicle's DNA, including any accident prevention or safety sensors and features that are included. As vehicle tech continues to evolve and

advance to heighten safety on the road, the trip through a carwash is taking center stage with sometimes poor outcomes for operators and vehicle owners.

Controller equipment manufacturers are hard at work helping to resolve these issues and keep conveyor carwashes "humming."

"Perhaps the most compelling feature I see on the horizon is precise wash equipment control based on the make, model and year of a vehicle. As more and more vehicles with onboard 'beacons' are on the roadways, and as more and more vehicles are able to securely communicate with external infrastructure, such as carwashes, look for carwash controllers to be able to fully customize how the equipment washes the vehicle based on that information," educates Ragle.

A high controller IQ means going beyond the basic information of vehicle dimensions and tire locations. In the future, operators will have access to such information as factory and perhaps even aftermarket additions, including the exact dimensions and locations of external "shark fin" antennas, types of wheels, etc.

"We can even expect these vehicles to inform the carwash controller of problems, such as windows that are not fully closed and vehicles in park instead of neutral. They will even be able to automatically disengage automatic braking systems," concludes Ragle.

- Rich DiPaolo is the Associate Publisher – Editorial of *Professional Carwashing & Detailing* magazine.

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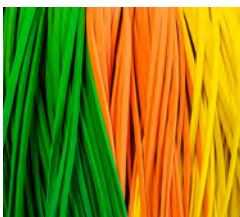
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TAKE AN 8-HOUR SHOWER EACH WEEK: THE BENEFITS OF CREATIVE TIME

PERSPECTIVE

When do you get your most creative ideas for your business? I suspect it's not during your normal busy workday or in the middle of a client meeting. Most likely, it's when you are alone, relaxed, and allow your mind to wander.

How many amazing ideas or aha moments have you had while taking a shower? Without distractions and to-do lists, creative ideas flow when mindlessly showering. Psychologist Scott Barry Kaufman, author of *Wired to Create*, found that 72 percent of us get our best ideas in the shower.

As an entrepreneur, I want to keep generating ideas, improvements and creative innovations. I found that my days were filled with meetings, problem-solving, and doing day-to-day tasks. In spite of my best intentions to fit in creative time, it never seemed to materialize. My best creative ideas came to me in the morning while taking a shower, but were quickly forgotten as I sat down at my desk for the first meeting.

In my frustration with elusive creative time, I chuckled thinking that I simply needed to take a shower for the entire workday. In spite of that sounding ridiculous, I figured out how to give myself the space and time I needed to focus on the business, and not just run the business. And that's how my Creative Wednesdays emerged.

But I'm too busy...

My first thought was that since I could barely keep up with my packed meeting schedule, how in the world could I cram five business days into four days? Surely, I would miss deadlines, or miss new client opportunities, or let down my direct reports. It just didn't seem feasible. I barely had time between meetings to get a drink of water so how could I possibly remove a workday from my schedule?

What gets scheduled, gets done. I schedule everything on my calendar to make sure I don't allow my highest priorities to be overcome by interruptions. I even schedule time with my family, exercise on my Peloton bike, lunch with friends and so on. What I realized was that I hadn't scheduled time for my own needs, which included fostering my entrepreneurial gifts.

I realized that creativity precedes innovation. To continually innovate and grow my business, I need to allow time to create new ideas, processes and directions. Doing the same thing over and over again will inevitably produce the same results. I owe it to my employees and clients to

prioritize creative time so that innovation will follow.

With this conviction, I asked my executive assistant to rearrange my calendar to free up Wednesdays, and, the following week, I had my first Creative Wednesday on my calendar. Much to my initial surprise, all of my responsibilities condensed into four days without missing any deadlines or obligations.

Fresh ideas and improved focus

Once I had the recurring Creative Day scheduled on my calendar, my mind started spinning with ideas of how I would spend my day, and I found that my enthusiasm helped me be more efficient leading up to that day.

As an entrepreneur, my mind is always creating new ideas, and I feel more relaxed knowing that I have a day to spend doing what I do best. Throughout the week, as ideas come to my mind, instead of allowing the idea to compete with the responsibilities I had for that day, I jot it down. Then, on Creative Wednesday, I spend part of the day giving that idea the time it deserves to grow.

One of the best parts of my creative day is that I am able to be entirely present in the moment, and have found that throughout the week, my meetings are more purposeful. Knowing that I have a day to give my ideas the time they need to develop, I'm no longer trying to juggle competing thoughts.

Sometimes, I will collaborate with some of my leaders during my creative day, and we develop new innovative processes or ways to better systematize our business challenges.

As a family man, my creative day makes room for my wife and kids. Occasionally, I will take my sons out for a surprise lunch, or schedule a family outing. Having a happy home makes for better workdays.

My creative days allow me to make new business connections and enhance current relationships. I enjoy scheduling virtual coffees with my connections to hear about what's working in their business, incubate ideas and generally encourage one another.

So, as an entrepreneur, why not afford yourself the luxury of an eight-hour shower each week? Consider fostering the creative serial entrepreneur within as an investment into the future growth of yourself and your business.

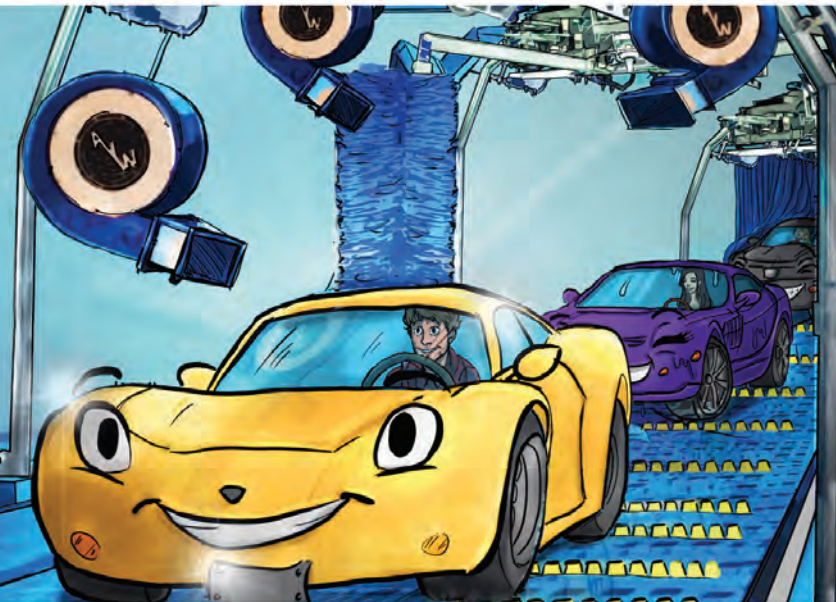
- Jason Hennessey, MSN



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1-STEP PROCESS



- Ease up to the entrance
& put it in neutral.

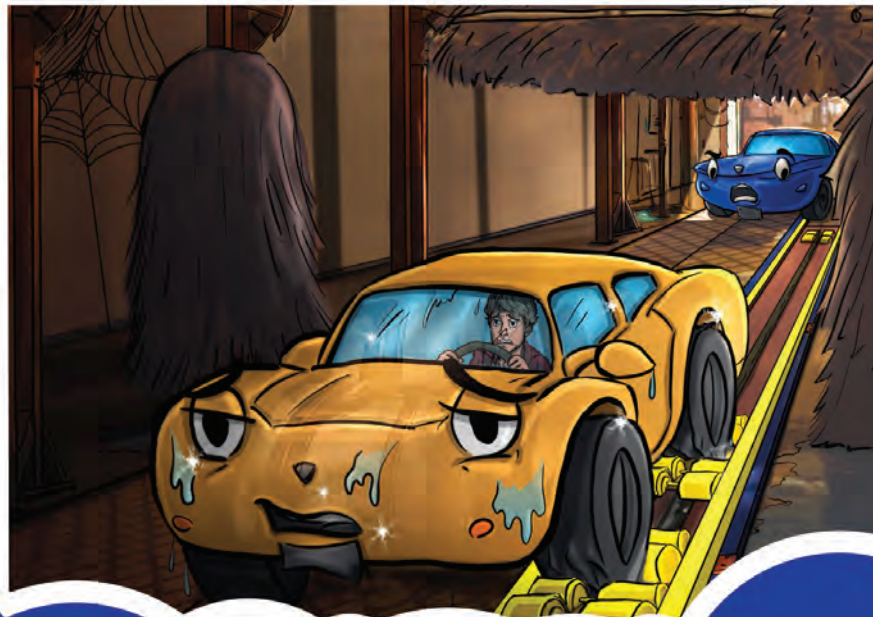
... RELAX & ENJOY!

8-STEP PROCESS



- Steer your 12" tire into a 13" slot,
- Look at the mirror,
- Look at guide and obey hand signals,
- Read the direction sign,
- Keep Foot off the brake,
- Don't touch the wheel,
- Wait For the roller,
- Don't panic when you jump the roller.

... and HURRY UP!



SCWA MEMBER HIGHLIGHT: ERIC WARDEN

SCWA NEWS

Hands down, full service still has a place in the car wash industry. While the trend is to build or convert to express, Mustang Elite Car Wash in Grapevine, Texas is proof customers still value and seek out the full-service experience.

To talk about his track to success, we sat down with Eric Warden, owner of Mustang Elite Car Wash. Originally built in 1994, Warden purchased the car wash and lube center in 2007 with his wife, Jenny, and has operated the family business ever since. They upgraded equipment and converted the location to a boutique car wash complete with a fireplace in the lobby and a shop that sells specialty candles, local school gear, and auto accessories.

“Our goal is to be the locals’ go-to neighborhood car wash by creating lasting relationships through a personalized experience,” shares Warden. “Being a full-service car wash with a lube center, customers spend more time with us. We know we have to deliver a great finished product, but what encourages customers to return is creating a good feeling in a comfortable environment while they wait.”

To accomplish that, Warden says they start from the top down and make sure their staff feels valued by the organization. With approximately 50 employees in a dynamic business, remembering names can become difficult. Warden takes a picture of each team member and adds it to their company profile. “Calling every staff by name from day one helps set the tone,” says Warden. “Our employees are by far our most valuable asset and make the greatest impact on a customer’s experience.”

“Our goal is to be the locals’ go-to neighborhood car wash by creating lasting relationships through a personalized experience... We know we have to deliver a great finished product, but what encourages customers to return is creating a good feeling in a comfortable environment while they wait.”

Warden continues, “while you build a business over many years, you are still measured by a customer’s most recent visit. To succeed long term we have to approach each day with the same attention to detail as the very first time. Great service doesn’t just happen you must constantly work on it.”

And these days, customers aren’t shy about letting businesses know what they think. “Customer feedback is an integral part of measuring our business,” comments



Warden. “Now online reviews have probably the greatest impact on your reputation. Like it or not your online reputation matters.”

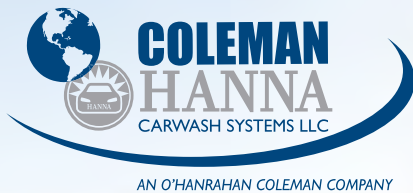
At times online reviews can feel a bit one-sided. “While negative feedback is never fun, I embrace it and learn from it,” says Warden. “People willing to take the time to share their experience, good or bad, is valuable and appreciated. It’s their perception that shapes our identity and can be the best form of advertising,” Warden notes it’s his top priority to reach out directly to customers to address the concerns or clear up misunderstandings to foster a relationship and to improve service for the next customer.

Wrapping up our time together, we asked Warden why he is a long-time member of SCWA: “The camaraderie with members and the personal relationships are incredibly valuable. I’m so thankful to the members who have taken the time to mentor me over the years. The SCWA also does so many things for the membership behind the scenes. The amount of information, education and research available is priceless. When we share ideas and encourage each other, even as competitors, we raise the standards of the car wash industry as a whole.”

- Lanese Barnett, SCWA Board Member

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SCWA 2021 LIFETIME ACHIEVEMENT AWARD

SCWA NEWS

Sonny Fazio, founder of Sonny's The CarWash Factory - 1926-2013

Salvatore "Sonny" Fazio was born in Boston in 1926. Sonny joined the Navy in 1944 and served our country during World War II. Sonny married the love of his life, Gloria and together they had four children, Paul, Michael, Barbara and Marie.

It didn't take Sonny long to find the car wash industry by becoming the owner of a full serve car wash in the Boston area in 1949. His car wash life shifted to the "supplier" side of things when he founded Sonny's Enterprises, Inc. in 1978. Sonny said he never thought he would manufacture equipment, but he needed to keep busy after his sons, Paul and Michael, took over operation of his carwashes. He would test out the equipment at his sons' locations and made sure every piece and part was functioning perfectly.

In 1981, Sonny's business started to grow and he began to manufacture equipment for friends along with his family and Sonny's The CarWash Factory was born. The new business quickly grew to a 23,000 square-foot manufacturing plant in Fort Lauderdale to meet growing demand. And today, Sonny's The CarWash Factory, is the world's largest conveyerized car wash equipment manufacturer.

Paul Fazio offered his memories of his dad, "Anyone who knew Sonny knows his life revolved around three things: His family, his friends and his work. There was no room left for anything else. He lived for those three things – not necessarily in that order! Car washing was his life. If you knew him, you know just how true that is. To say he had a passion for it would not even come close. He loved it and he loved the people that loved it. They were indeed his family. Helping people made him happy and of course he loved going to the car wash shows".

"Following his "retirement" and the passing of our mother, Gloria, there were two things that kept him going. First there was his extended car wash family. Many car wash friends called and wrote him regularly to make sure he was doing okay. Ben Alford, an operator in Louisiana and longtime friend, called Dad every Saturday right till the end. It amazed me that two men with such different backgrounds could become so close. Both men described the relationship to me on separate occasions as simply being brothers."

"The second thing was his love for telling stories– especially to those going through the Sonny's CarWash College. For



those of you that went on a factory tour with Sonny, I am willing to bet it was an experience you will never forget. On the tour he would tell what I considered to be the most inappropriate stories to the students about car washing's past history. He knew I hated it when he would tell those stories. He would laugh when I would say to him "you can't say that stuff" and he would respond with "I'm 86 years old — I can say anything I want."

"Dad was old school and very black and white in his opinions. He had no trouble letting you know exactly what he thought. He had no patience for bologna. He loved seeing the industry grow. He told me when I took over as CEO of Sonny's in 1991 that if I didn't continue to help people - he would take his name off the building – and he meant it. He loved telling me I was becoming more like him every day. He knew that made me crazy."

Sonny passed away on April 17, 2013 at the age of 86. The SCWA Board of Directors and membership are pleased to honor Sonny Fazio with the 2021 SCWA Lifetime Award in recognition of his significant contributions to the car wash industry and to thank Sonny and his entire family for their support of SCWA and the car wash industry.

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SCWA 2021

KEYNOTE SPEAKERS

CONVENTION & EXPO

Steve Forbes - Thursday General Session

Steve Forbes is Chairman and Editor-in-Chief of Forbes Media.

Steve writes editorials for each issue of Forbes under the heading of "Fact and Comment." A widely respected economic prognosticator, he is the only writer to have won the highly prestigious Crystal Owl Award four times. The prize was formerly given by U.S. Steel Corporation to the financial journalist whose economic forecasts for the coming year proved most accurate.

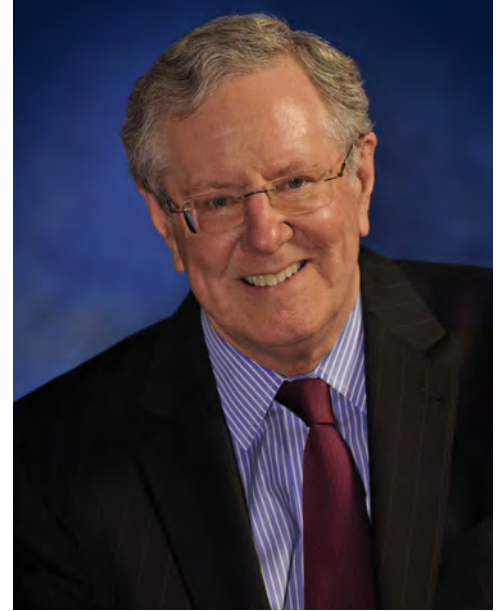
In 1985 he was appointed by President Ronald Reagan to head the Board for International Broadcasting, which oversaw Radio Liberty and Radio Free Europe and he was reappointed to the position by President George H.W. Bush. In 1993, with Jack Kemp, a former congressman and fellow proponent of free-market economics, he founded Empower America, a group advocating so-called supply-side policies, including low taxes and deregulation, as the best means of stimulating growth.

Steve's newest project is the podcast "What's Ahead," where he engages the world's top newsmakers, politicians and pioneers in business and economics in honest conversations meant to challenge traditional conventions as well as featuring Steve's signature views on the intersection of society, economics and policy.

Steve helped create the recently released and highly acclaimed public television documentary, *In Money We Trust?*, which was produced under the auspices of Maryland Public television. The film was inspired by the book he co-authored, *Money: How the Destruction of the Dollar Threatens the Global Economy – and What We Can Do About It*.

The latest book by Steve is *Reviving America: How Repealing Obamacare, Replacing the Tax Code and Reforming The Fed will Restore Hope and Prosperity* co-authored by Elizabeth Ames (McGraw-Hill Professional).

In both 1996 and 2000, Steve campaigned vigorously for the Republican nomination for the Presidency. Key to his platform were a flat tax, medical savings accounts, a new Social Security system for working Americans, parental choice of schools for their children, term limits and a strong national defense. Steve continues to energetically promote this business agenda.



Michael Dominguez - Wednesday CEO Forum

Michael is President & CEO of Associated Luxury Hotels International (ALHI). Dominguez brings an outstanding reputation for helping companies and small business achieve amazing customer service and branding. In his role with ALHI he leads a team of nearly 80 professionals located among 26 offices across North America and Europe, ALHI serves a membership group of hotels that are Independent Hotels & Independent Brands that are an exclusive luxury collection. Prior to joining ALHI, Michael served in executive sales leadership roles with MGM Resorts, Loews Hotels, Hyatt Hotels, Starwood Hotels and many more.

Michael is actively involved in leadership roles in the Meetings and Events Industry and currently serves as a Past Chairman of the International Board of Directors for MPI.

Michael speaks on business topics helping small business handle disruption; and create amazing customer service environments for service centered industries. Michael has been recognized in several magazines surveys as one of the top business and industry speakers and has been an invited speaker at South by Southwest.



2021 CONVENTION & EXPO



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
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- 1:00-6:30 EXPO HOURS**
See Below for Quick Talks Sessions Schedule in the EXPO Area.
4:30 - WELCOME RECEPTION IN EXPO AREA
SPONSORING HOSTS: COLEMAN HANNA
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- 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 Operations 101 - Manager Panel (lights; conveyor chains and belts; best practices)**
-Tim Hutchins
- 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

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

How to Know Your Coverage
Pat McCurley, Sharon Wadsworth

Labor and Other Legal Business Issues
Jacob Monty

Managers Insights
Damon Van Winkle, Tim Hutchins

Evaluate Your Car Wash Business
George Adden

Tips & Strategies for Unlimited Plans
Clayton Clark

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

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
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12:00 **Attendee Lunch with Exhibitors**
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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
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5:30 **SCWA Heads to Billy Bob's - Fort Worth Stockyards**
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2021

SOUTHWEST CAR WASH
EXPERIENCE
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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 That Good Car Wash Managers Have

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

Rich DiPaolo – Professional Car Washing & Detailing Magazine

PANELISTS: Justin Alford & JT Thomas

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

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CELEBRATE SCWA EVENT

**Big Man Washes
Gallop Brush Company
Sonny's The Car Wash Factory**

BADGE HOLDER

Sonny's CarWash Services Texas

REGISTRATION BAGS

**Auto Vac
Blendco Systems**

LUNCH WITH EXHIBITORS

**Hamilton Manufacturing
Micrologic Associates**

**Sonny's CarWash Chemistry
Velocity Water Works**

HOTEL KEY CARDS

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Motor City Wash Works
National Carwash Solutions**

DIGITAL ADVERTISING

**Clean World Distribution
National Carwash Solutions
WashScape - Freechise Car Wash Investing**

HAMPTON HAPPY HOURS

ChemQuest

REFRESHMENT BREAKS

**Auto Wash Services - Wash Sales
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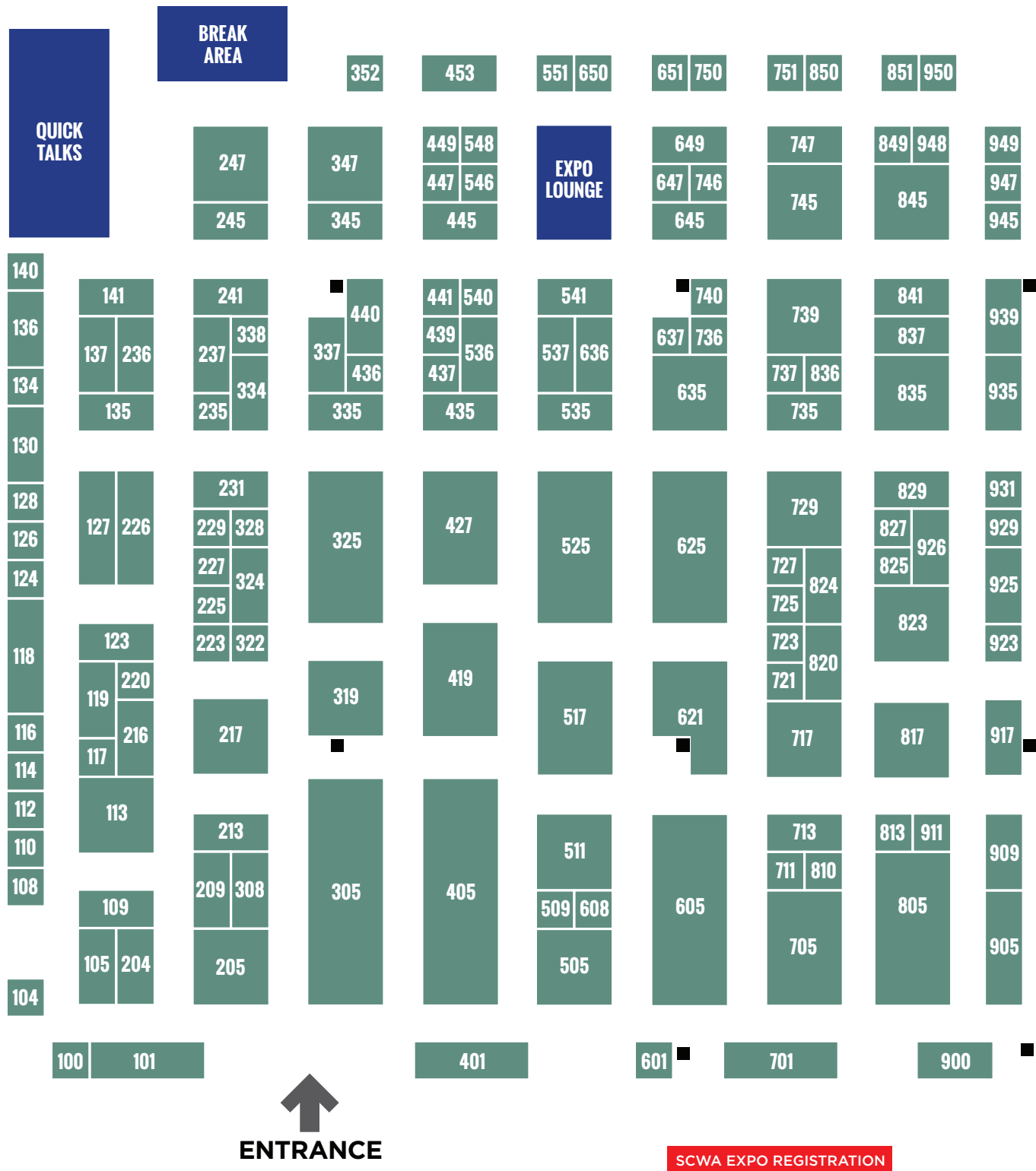


EXHIBITORS

(To Date)

A Plus Design Group	505	Dencar	137	Oasis Car Wash Systems	135
AV CW Solutions AUTC	727	Diamond H2O	647	Octaform	947
Acquire Video	204	Dixmor	124	OptSpot	931
Aerodry Systems	101	DRB	805	Parker Engineering & Mfg.	126
Airlift Doors	925	Econocraft	926	PDQ	625
All Paws Pet Wash	112	eGenuity	939	PECO Car Wash Systems	717
Allied Powers	338	Elektrim Motors	436	Premier Companies	105
American Changer	736	Erie Brush	334	Professional CW & Detailing	950
American Lube Supply	651	Etowah Valley Equipment	935	Promo Car Care	546
AP Formulators	141	Eurovac	851	PROTO-VEST	205
Arcadian Services	541	Everwash	621	Qual Chem	817
Ardent Advisory Group	449	Extreme Signs and Lighting	540	RDM Industrial Electronics	945
Arimitsu Pumps	140	Extrutech Plastics	911	Retention Express	929
Ascentium Capital	437	EZ PVC	836	Rug Beater by Dralco	116
Assured Part.-Baldwin Cox	537	First Insurance Services	650	SCWA	104
Assured Part.-Midlothian Ins.	335	FluidLytix	440	Self-Serve Carwash News	949
Attlee Realty	324	G&G Industrial Lighting	345	Shadazon	352
AUTC Car Wash Systems	747	Gallop Brush Company	401	Simoniz USA	209
Auto Laundry News	750	General Pump	923	SoBrite Technologies	229
Auto Vac	525	Genesis Modular Building	117	Sonny's CarWash Chemistry	217
Auto Wash Serv.-Wash Sales	427	Ginsan Industries	231	Sonny's CarWash Services TX	511
AutoBrite Company	247	GS Light Systems	241	Sonny's The Car Wash Factory	405
Baker Equipment and Supply	517	Hamilton Manufacturing	109	STI	227
Beacon Mobile	746	Hilton Displays	441	Stinger Chemical	435
Belanger	605	Huron Valley Sales	130	Suds Creative	900
Big Dot Lighting	948	Hydra-Flex	729	Superior Auto Extras	119
Big Man Washes	305	IDX	701	Sutra Innovations	447
Blair Ceramics	813	InnovateIT Car Wash Equip.	837	SWYPIT	551
Blendco Systems	535	Innovative Control Systems	123	Synergy Solutions	100
Brink Results	308	International Carwash Assn.	751	Tavacon	322
C B Chemical	810	International Detailing Assn.	850	Texas Microfiber	509
C K Enterprises	608	International Drying	745	The Insurancenter	721
Car Wash Advisors	223	Istobal	820	Tri-State Car Wash Supplies	136
Car Wash Buildings	225	Jasco Construction	849	Turtle Wax Pro	536
Car Wash Kingdom.com	739	JBS Industries	337	Valvoline	128
Carolina Pride	445	JE Adams Industries	245	Velocity Water Works	829
Carwash Boilers	110	Jolt Software	636	Ver-tech Labs	237
Carwashworld-Continental	235	Kleen-Rite	118	Wash Mechanics	347
CAT Pumps	220	KLOPP: Money Handling	439	Wash Solutions	213
ChemQuest	824	KO Manufacturing	735	WashCard System	127
Clean World Distribution	917	Kwik Industries	637	Washify	453
Coast Commercial Credit	601	L&D Distributing	711	Washlink Systems	835
Coinless	841	Laguna Industries	226	Washmore Media	737
Coleman Hanna	319	Micrologic Associates	845	WashScape	723
Commercial Plus-Amplify	905	Mile High LED Systems	134	Washworld	113
Complete Signs	548	Miracle Real Estate	909	Welcomemat Wash Solutions	825
Con-Serv Manufacturing	328	Motor City Wash Works	419	WET-Washing Equip. of Texas	645
Cooper General Contractors	216	N1 Buying Group	827	Wheel-eez/Cork Industries	725
CryptoPay	108	National Carwash Solutions	325	Windtrax	236
CSI/Lustra	635	NationalPride/CW Superstore	823	Zep Vehicle Care	649
D & S Carwash Equipment	705	New Horizons	114		
Dealer Industries.com	713	Nuform Building	740		

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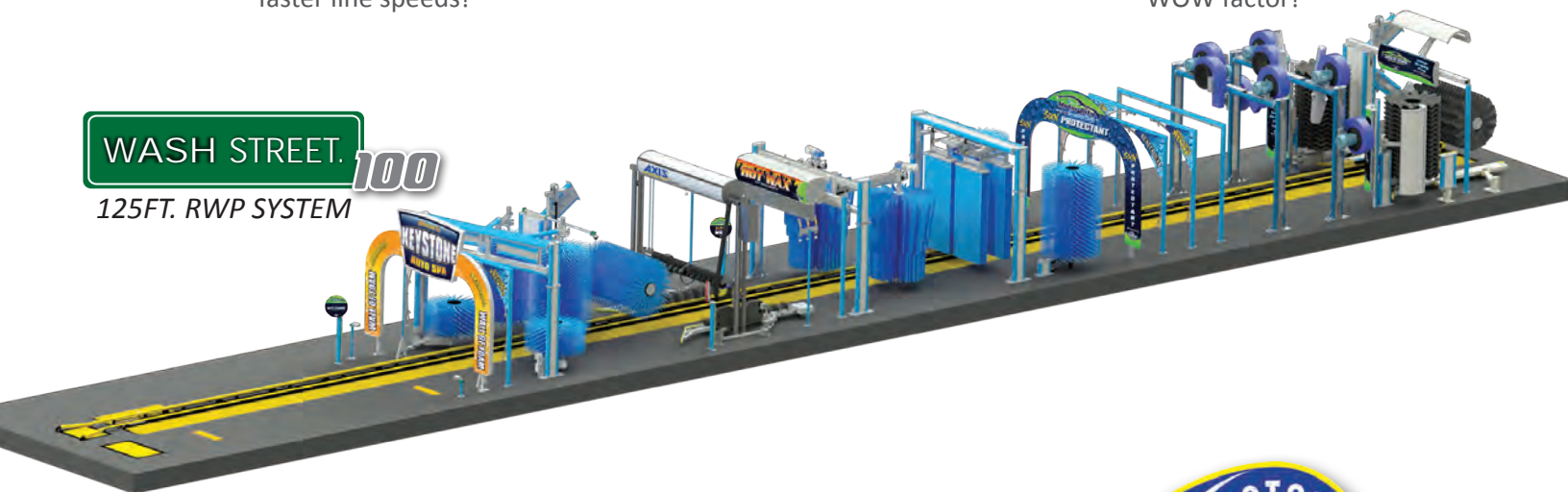
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IT'S A NEW "BAY" FOR SELF-SERVE & IBA

SELF-SERVE

According to research compiled by International Carwash Association (ICA), bay wash formats — inbay automatics (IBA) and self-serves — consist of approximately 72% of all retail carwash locations in the U.S. That share of the pie is even higher in Europe and Australia — where IBAs and self-serve locations comprise 88% and 97% of total locations respectively, notes ICA. But, while these formats aren't new, what's happening in and around these bays is changing with the times.

Why are these formats needing to change? Simply put, although conveyor locations are still in the minority, competition and new locations in that segment are spreading across the country, and the need for speed and convenience are omnipresent in many customers' minds.

How can IBA and self-serve operators compete against contactless carwash purchasing, free vacuums and all the show elements present in a tunnel? Outside of free vacuums, bay operators should follow suit.

"New technologies are driving IBA and self-serve washes into the next decade," Jim Waterman, National Carwash Solutions' business development manager, remarks, adding that antiquated washes struggle to remain competitive if they're not embracing and employing new technologies.

In this article, we'll review some new and proven strategies IBA and selfserve operators can leverage to remain competitive.

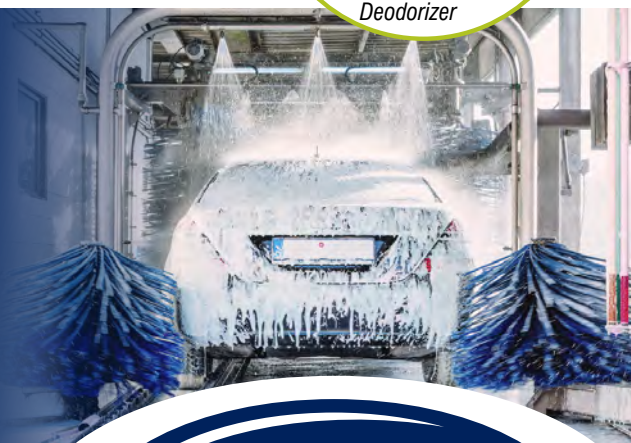
As Proven As The Day Is Long

In order to understand the longevity and success of IBA and self-serve models, one needs to peel back a few layers. Why do IBAs and self-serves outnumber conveyors in the regions mentioned earlier? One major reason is that these formats are an easy entry for investors and easier to scale at gas stations, c-stores, etc. Considering that a new-build express exterior carwash might cost upwards of \$5 million and more these days, IBAs and self-serves are a considerably more cost-effective option.

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Car Washing Is Competitive. Your Building Can Be Too.



However, without customers, these businesses aren't much of a business.

Gary Baright, co-owner of Foam & Wash Car Wash in Hudson Valley, New York, has operated a self-serve location for over 35 years. Currently, Baright operates eight self-serves with IBAs as well as five conveyor locations. Baright calls the self-serve wash option "more personal" for the customer, as it offers the operator an opportunity to connect with customers, since they get out to wash their vehicles themselves.

"Remember who your customer is," states Waterman. "They are a DIY (do it yourself) type customer and not a DFM (do it for me). Market to the after-hours patrons — the DIYs — and make your wash clean and comfortable for them to spend time in."

IBA and self-serve operators must realize that while conveyors can be considered competition, many customers prefer bay formats, and these operators should leverage this preference through strategic marketing. However, remember that just like in tunnels, customer experience is everything when it comes to retaining or losing their loyalty. Baright's advice: Don't have short arms and deep pockets.

"Here is the problem with many self serve operators: Many of them are just so damn cheap," reveals Baright. "They won't spend any money [reinvesting in the wash], and then they want to know why business drops."

Later, we'll look at ways to invest back in your business, including strategies to increase throughput and upsell. First though, another insider offers more reasoning behind a customer's preference for bay washing.

"One of the benefits of an IBA is that the customer associates that little extra time in the bay versus a tunnel with a better quality wash," asserts Larry McCarty, vice president of sales for Mark VII Equipment Inc.

This, of course, presents a double-edged sword, since operators must first be able to stand behind and live up to quality results and then deliver these results consistently.

Bay Care

At a minimum, IBA and self-serve locations must deliver wash quality in order to effectively compete. Customers have more carwash options than ever before, so customer experience matters. That experience includes but is not limited to: reasonable wait times (more on that topic later), strength of customer service, quality wash results, a safe and inviting environment to visit and an attentive operator and/or staff.

Lack of soap or water pressure; malodorous bays; faded signage; dirty walls, floors and ceilings; poorly performing vacs; overflowing trash cans; and anything that you wouldn't want to see when you take your family to a restaurant or another retail location can result in loss of business.

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upgrading your payment options; investing in landscaping and wash equipment, such as modern brushes; adding easy-to-clean wall panels; installing modern vacuum booms; and connecting with other IBA and selfserve operators to learn what they're doing right.

"Customers notice that next level of commitment by the business owner," says Baright, "and they don't mind spending their hard-earned money at your business when they see it's being operated properly."

Baright also advises his bay format counterparts to stop counting cars and start counting ticket averages.

Upsell services, such as hot wax, dryers, tire shine and vacuums, can add to the customer experience and help make operators' pockets deeper. Again, Baright says that offering extra services shouldn't command a thrifty approach. "Hot wax is a must, but don't chince out on it," he advises. "Market [hot wax] appropriately, and then don't be afraid to charge for it. In IBA and self-serve ... the vehicle is in there for several minutes anyway, so why not maximize the dollars while it's there?" Baright reveals that tire shine is included in his \$20 top IBA package, and about one-third of customers currently purchase this package.

Waterman also mentions foam brushes, triple foam, undercarriage cleaning and ceramics as "today's hot ticket items." "Ceramics are quickly developing a cult-like following on Yelp and Google reviews. They are a great package-based upsell or even better as an à la carte option. What is great about these [products] is they work unbelievably well, and they can be added to both IBA or selfserve," he notes.

The customer experience leading up to the wash shouldn't be minimized either. The experts recommend employing new technologies in payment processing, including RFID, advanced point-of-sale (POS) systems and mobile payment compatibility as examples.

"Payment systems and their capabilities are paramount to keeping up. Don't forget about support equipment either. Newer, more-efficient water treatment capabilities as well as new technologies for less consumption of electricity and gas or propane can really help the bottom line. Technology continues to evolve and set new standards for how washes operate. If you 'set it and forget it,' you could be left behind," warns Waterman.

Free-standing tire shiners and LED foam shows can also create a positive experience for customers. Adding colorful soaps with great scents as well as hand-held dryers in self-serve locations can make a difference in ticket averages and repeat business. Still, don't forget to deliver value statements along the way.

According to McCarty, consumers are looking for a great value against the price, and IBAs deliver a great value as long as they're providing effective soap application; quality wash processes; and clean, dry and shiny results.

Bay Watch

Quality IBA and self-serve operators put themselves in their

customers' shoes by visiting the competition as well as their own sites to see and feel what the customer is experiencing. Subpar wash results are bad enough, but when people are waiting 20 minutes or longer to get ripped off, it's a situation that can infuriate today's on-the-go, online-review-sharing customers.

Especially when competing against an express exterior, improving throughput should be high on your priority list as an IBA or self-serve operator. Updating and upgrading payment terminals and processes with new technologies is a win for customer experience and also a victory for throughput.

"The operator should stand outside the bay with a stopwatch and watch flow," recommends McCarty. "Time every package, and then get with your service tech. There are some options in the wash process that can be doubled up, such as presoak and tire cleaner. This will eliminate a pass and save time."

Examining all phases of the wash and consulting with a service tech or equipment manufacturer can also lead to decisions on whether you need to speed up or slow down certain applications. Fine-tuning your wash regularly can help throughput while not sacrificing results. Flow is also contingent on site design, so it's important to allow for spacious stacking and turning radiuses. Bays can now also be designed to maximize throughput.

"One of the biggest enhancements that I've seen that can help an IBA increase throughput is having free-standing dryers. For most IBAs that have an onboard dryer, you're probably looking at about one minute, 45 seconds to two minutes added to the wash process. With free-standing dryers, that time is reduced to about one minute," says McCarty.

McCarty adds that remote monitoring and studying the analytics now available are also helping bay operators stay

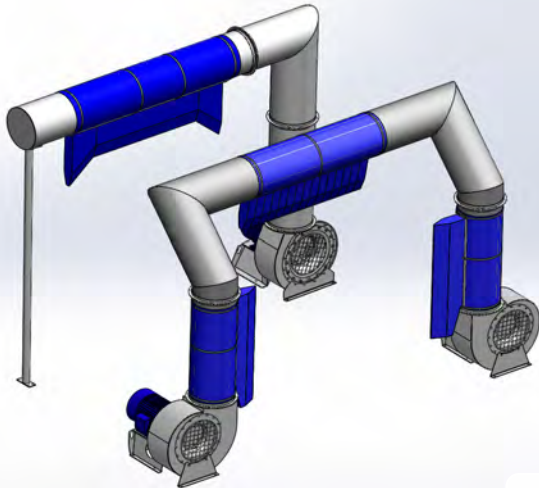


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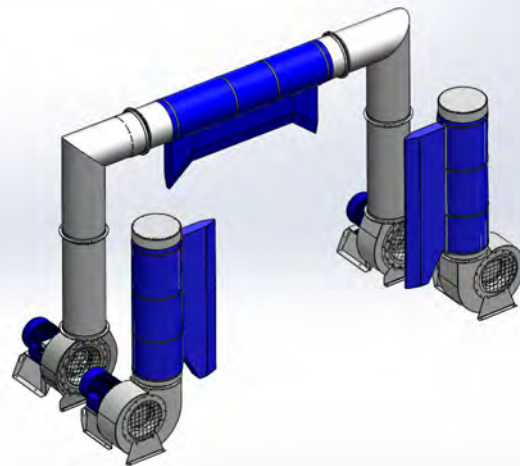
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Baright's larger IBA sites offer a case study in improving throughput with strategic dryer placement. He notes that his larger IBA sites are twice as long as a traditional IBA. Customers wash in one bay, a door opens, and they enter the next bay for drying while the next car in line enters the first bay.

"It's really a game-changer. With IBAs, there is only a certain number of vehicles that you can wash per day, but if you can increase that by 50%, it makes a huge difference," asserts Baright, who adds that this approach has helped strengthen his bottom line as well. "We're averaging well above \$13 a car in our IBAs, which is more than we average at our tunnels."

Dawning of A New Bay

The benefits of wash club programs have been well documented in this publication and on Carwash.com. Although he understands why his bay counterparts do it, Baright, like others, currently does not offer an unlimited wash club at his IBA and self-serve locations, citing concerns of congestion, losing higher-paying-per-visit customers and a reduction in overall lower ticket averages. Alternative marketing and loyalty strategies include offering discounts for prepaid washes, discount codes and tokens, and regular specials.

Others in the industry, however, do recommend subscription-based models — including unlimited — for IBAs and self-serves. "Any time you have a subscription-based membership program, it really pays off, because it provides a steady level of income each month, and it conveys value to the customer that they are saving money — it's a win-win," explains McCarty.

If your wash is considering this route, management and efficiency of the program(s) is paramount. Sign-up, renewal, managing the account (such as changing payment methods) and cancellation must be easy. If you're not going to commit the time and effort to do membership right, experts say don't bother doing it at all.

"With app-based technologies and new web-based plans accessible by smartphones for sign-ups, payment and renewing customers, transacting has become much easier. No longer is waiting for RFID tags in the mail or meeting an attendant on-site the only way to sign members up instantly. Ensure you are using the latest technologies and that the pay station [or POS system] is prompting clients along the transaction," educates Waterman.

Regardless of the wash segment and changing customer buying habits, all carwashes must deliver quality at a value. And, when the time comes to reinvest, update and upgrade your business and its site, IBA and self-serve operators must make sure the financial resources are within reach and ready to deploy without hesitation

- Rich DiPaolo is the Associate Publisher – Editorial of Professional Carwashing & Detailing magazine.

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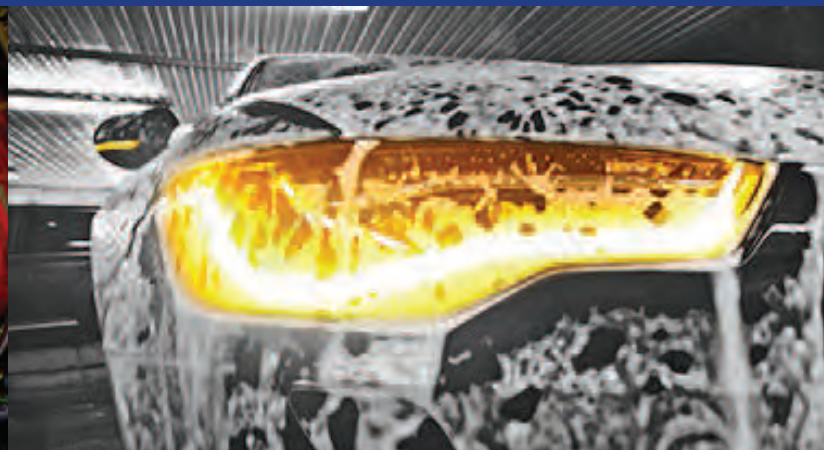
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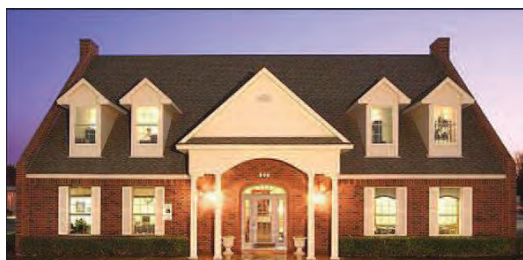
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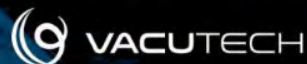
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