



EXPERIENCE SCWA

WHAT HAPPENS HERE CHANGES THE INDUSTRY!

WEDNESDAY, FEBRUARY 28

8:30-6:00 Convention Registration

Lower Level - 11th Street Foyer

9:30 Pre-Convention Devotion
Ray Young

Lower Level - Room 103

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

10:30 CEO Forum

Upper Level - Ballroom C

Stu Crum - CEO of True Blue Car Wash



Stu is CEO of True Blue Car Wash, a 65 store chain headquartered in Tempe, AZ with locations in Arizona, Texas, Illinois, and Indiana. True Blue was purchased in February of 2023 by Alimentation Couche-Tard (Circle K).

Previous to True Blue, Stu served as Chairman and President of Bridgestone Retail – a \$4 billion business unit of Bridgestone Americas – Stu had leadership oversight of operations for 2,218 company-owned tire and automotive service centers across the United States operating under the Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works brands; all of which employ more than 23,000 people.

Stu also served as President of Jiffy Lube International, overseeing more than 2,100 franchised service centers serving approximately 22 million customers annually. He earned a bachelor's degree in Marketing from the University of Tulsa, where he attended on a full football scholarship before spending three years as a professional place kicker in the NFL and USFL.

**SPONSORS: 7B BUILDING & DEVELOPMENT
AMPLIFY CAR WASH ADVISORS
LEAD - CAR WASH MANAGER TRAINING**

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: ASCENTIUM CAPITAL
SIMONIZ USA**

THURSDAY, FEBRUARY 29

7:00 Convention Registration

Lower Level - 11th Street Foyer

7:30 Continental Breakfast

Upper Level Foyer - 12th Street Landing

SPONSORING HOST: WASHCARD SYSTEMS

7:30 SCWA Past Presidents Meeting

201A

8:00 FAST TRACKS *Upper Level 202*

Pick your topics and circulate between discussion tables. Each session is 20 minutes.

<p>Increasing Traffic & Memberships Thru Community Involvement Brian Mattingly Welcomemat</p> <p>Cyber Security to Protect Your Business Kyle Yeary First Insurance Services</p> <p>Leasing Your Real Estate - Need to Know Reuven Birnkrant PetroCal Associates</p>	<p>Your Self Service/IBA - Best Operational Practices Craig Kjorlien WashCard Systems</p> <p>Getting the Best From Your Social Media Iona Kearney Speedy Sparkle Car Wash</p> <p>Manager Idea Exchange - Ideas to Take Home Today Derek Martin Metro Express</p> <p>Employee and Car Wash Legal Questions Jacob Monty Monty & Ramirez</p>
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9:00-10:15 Car Wash 101 *204AB*

Discussion focuses on the 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.





Panel: David Begin - CarwashOS
 Jeff Blansit - Water Works Express
 Mel Ulrich - The Washhouse

9:00 IDEA EXCHANGE SESSIONS

Breakout sessions discussing challenges & practical solutions for all car wash models & lube/detail operations.

<p>A. Conveyor/ Exterior Idea Exchange Session Moderators: Frank Nuchereno; Chad West</p> <p>B. Automatic/Self-Serve Idea Exchange Session Moderators: Robert Greene; Tim Jones; Lamar Skarda</p>	<p><i>203</i></p> <p><i>201B</i></p>
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10:15 Break

10:30

General Session

Upper Level - Ballroom C

Welcome: Mel Ulrich - SCWA President

Presentation - 2024 SCWA Lifetime Achievement Award

Bill Martin - Metro Express

SPONSOR: LAGUNA INDUSTRIES

Keynote Address - Emmitt Smith



Emmitt Smith is one of the greatest to ever play the game of football. As a first-round pick in the 1990 NFL Draft, Smith was the cornerstone of the Dallas Cowboys offense for 13 seasons. In his 15 seasons as a running back in the National Football League, Smith amassed many records that still stand today.

- Most career rushing yards and career rushing touchdowns
- Three Super Bowl championship rings
- Induction into the Pro Football Hall of Fame
- Selection to the NFL 100 All-Time Team
- Surpassed Walter Payton as the NFL's all-time leading rusher
- The Eight-Time Pro Bowler

Smith is now a businessman/entrepreneur running several companies spanning real estate, construction, & technology. Experience an inspiring and motivating perspective on how the principles of his success in sports has ignited success in business and in life.

SPONSOR: PRO-TECH SERVICE COMPANY

12:00

Attendee Lunch with Exhibitors

Ballroom AB

SPONSORING HOST: BAKER EQUIPMENT & SUPPLY
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 OF TEXAS
GALLOP BRUSH COMPANY
INTERNATIONAL DRYING CORPORATION
TURTLE WAX PRO

6:30

**SCWA Heads to SECOND RODEO BREWING
at Mule Alley in the Stockyards**

*Load Buses at
the 11th Street Entrance
Beginning at 6:00 pm*

ENJOY YOUR EVENING WITH FUN, FOOD, MUSIC & FRIENDS



SPONSORING HOSTS:
COLEMAN HANNA
GALLOP BRUSH COMPANY
INNOVATIVE CONTROL SYSTEMS
MIRACLE | ATLEE
SONNY'S THE CARWASH FACTORY

8:00 **Convention Registration**

Lower Level - 11th Street Foyer

8:00 **Continental Breakfast**
SPONSORING HOST: CARWASHOS

Upper Level Foyer - 12th Street Landing

8:30 & Repeats 9:30

SCWA CAR WASH ACADEMY

Concurrent Sessions



Developing Manager & Employee Skills

202A

Presenters: Rob Hetherington - Benny's Car Wash

Moderator: Mel Ulrich

This session will take an in depth look at the journey from recruit to mastery of skilled-based positions. We will distinguish between training and education and how it changes as the recruit grows. Leave here with a framework to implement or add to any program. Your best and most expensive asset is your people, how are you using yours?



Simple Marketing Strategies to Increase Your Traffic

203A

Presenter: Lindsey Joy - Champion Xpress Carwash

Moderator: Derrick Merchant

Marketing does not need to be difficult or require large expenditures. Lindsey Joy will discuss simple, straightforward techniques and strategies that you can use every day in your car wash operations that will "increase your traffic", retain your current customers and grow your brand.



Dealing with Changing Customer Dynamics & Demands

204A

Presenter: Frank Nuchereo - Hello Car Wash
Relvy Esquivel - Hello Car Wash

Moderator: Jeff Blansit

Today we hear about the GEN X or the Gen Y and now Generation Alpha. The market place is changing and to compete we need to understand the changing customer dynamics and expectations. This session will explore the need for the car wash operator to better understand the changing marketplace and how to meet demand and expectations.

10:30 **SCWA Annual Report**

202BCD

CLOSING SESSION - Industry Panel Discussion

KEY TO SUCCESS IN 2024 - OPERATIONAL EXCELLENCE

The focus and fundamentals are changing in the car wash industry. Successful car wash operators understand that moving forward the key to beating the competition and retaining customers is "operational excellence". This closing discussion will feature very successful car wash operators who practice this concept every day. Hear their stories, their strategies and leave prepared to Experience Operational Excellence at your locations.



Panelists: Gary Dennis - Mammoth Holdings
Carl Howard - Autobell
Bill Martin - Metro Express

Moderator: Rich DiPaolo, Associate Editor - Professional Car Washing & Detailing Magazine

QUICK TALKS - EXPO HALL

WEDNESDAY, FEBRUARY 28

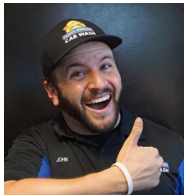
1:30 Creating High Volume Efficiently



Rob Hetherington -
Benny's Car Wash
Moderator: Jeff Blansit

Fast, friendly, consistent service doesn't just happen. It is designed. Ever wonder why some car washes can do extremely high volume while others struggle to just survive. This Quick Talk will focus on how to process cars efficiently and get to the higher volume with success.

2:30 How AI is Changing the Car Wash Industry



John Sproul - Camel Express
Moderator: David Begin

New technology is changing the car wash industry every day. What is AI and how can you use this technology to improve your operations; training and marketing. Hear from someone who is successfully using AI in their car wash today.

3:30 Creative Employee Training Practices



Joe Trattner - Brink Results
Moderator: Derrick Merchant

Why is training entry-level employees so important? Not only does it affect new employee performance, it is a key factor in retaining your best people. Attend this program to learn 5 keys to making a difference back at your wash.

4:30 Manager Speak



Sarah Turner - Living H2O
Moderator: Tim Jones

Great car wash managers are critical to the success of every car wash operation. This session will detail strategies for car wash managers to grow from good to "great". Whether you are a Car Wash Manager or Owner - this Quick Talk is for you.

THURSDAY, FEBRUARY 29

1:30 Making Your Self Service/IBA Competitive



Amy Olson - WashCard
Moderator: Lamar Skarda

Change is hard, but being competitive in your market doesn't have to be. Join us as we present factual data to grow your self-serve and in-bay business. Take a venture into the future of payments and what consumers are looking for. Plus, learn what other programs you can implement to stand out from your competition.

2:30 Creating A Customer Focused Culture



Michael Murry &
Champion Xpress Carwash Panel

Moderator: Derrick Merchant

Culture in the car wash workplace is the key to retention and reputation. Is it just a buzzword or is there a rhyme and reason to it? Join this Quick Talk to learn practical steps for starting fresh with culture, flipping bad culture, maintaining good culture, and things to beware of that can destroy a customer focused culture.

3:30 Car Washing is a Business

Dave Haupt - Red Rock Tax & Consulting
Moderator: Drew Congleton



The car wash owner/operator wears many hats - but one of the most important is understanding the "business" side of car washing. This "bottom line" discussion will talk about the dollars and cents of operating your 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.

2024 SCHEDULE OF EVENTS