

2020 Convention & EXPO

CREATING NEW EXPERIENCES

Tuesday, January 28

5:00pm

SCWA Happy Hour at the Hampton Hotel

Meet your friends at the Hampton Hotel to kick off your 2020 SCWA EXPERIENCE

Hampton Hotel Lobby

SPONSORING HOSTS: CHEMQUEST
COLEMAN HANNA

Wednesday, January 29

9:00-6:30

Convention Registration

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

CEO Forum - Arthur Greeno, Chick-fil-A



Arthur has been with Chick-fil-A for over 30 years.

He believes customer service is the cornerstone to business success in any business and extraordinary customer service comes from creating a special culture in your business.

When people think customer service, Chick-fil-A is almost always at the top. Arthur has traveled all over the country speaking about how to provide 'remarkable' service.

Arthur's insight will give you keys to be remarkable and make a difference in your business.

Arthur teaches business owners how to create a unique culture in his own lighthearted, irreverent and down to earth way.

His book *Dysfunctional Inspiration* was written to share how with the right decisions you can change your world. His second book *Breaking Conformity* hit the Amazon Best Seller list in one day.

2:00-6:30

EXPO HOURS

See Quick Talks Sessions Schedule - page 12.

EXPO Hall DEF

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

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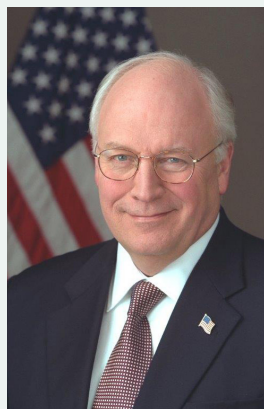
Hampton Hotel Lobby

SPONSORING HOSTS: CHEMQUEST
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2020 SCHEDULE OF EVENTS

Thursday, January 30

7:00	Convention Registration	11th Street Foyer
7:30	Continental Breakfast State Discussion Tables <i>Tables will be designated for attendees to discuss state issues.</i>	Upper Level - Room - 202 ABCD
8:00	Fast Tracks Pick your topics and circulate between discussion tables. Each session is 15 minutes.	Room - 202 ABCD
	Car Wash Insurance Tips & Tricks MODERATOR: PAT MCCURLEY	
	How to Value Your Car Wash Business MODERATOR: HERSEL 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	
8:00-10:15	Car Wash Investor Basics If you are considering entering the \$23 billion plus 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. <i>No vendors, please.</i> MODERATORS: ANDREW ZAMORA, RONNIE CORBIN, JEFF BLANSIT, JOHN AGNEW	Room - 201A
9:00	Idea Exchange Sessions Breakout sessions discussing problems, challenges & practical solutions for all types of car wash models.	
	A. Conveyor/Exterior/Lube-Detail Idea Exchange Session MODERATORS: TYLER FURNEY, STEVE HOLCOMB	Room - 203ABC
	B. Self-Serve/Automatic Idea Exchange Session MODERATORS: MEL ULRICH, PAUL STAGG	Room - 204AB
10:15	Break	Room - 202A
10:30	General Session Welcome: Andrew Zamora - President PRESENTATION OF THE 2020 SCWA LIFETIME ACHIEVEMENT AWARD Brian Campbell - See Page 35 for Highlights on Our Honoree	Upper Level Ballroom C

Thursday, January 30 cont'd**10:30****General Session continued***Upper Level Ballroom C***KEYNOTE ADDRESS****SPONSOR: PRO-TECH SERVICE COMPANY****VICE PRESIDENT DICK CHENEY**

Served as Vice President of the United States during the eight eventful years of the George Bush Presidency.

As Vice President, Cheney was best known for his involvement in national security matters following the terrorist attacks of September 11, 2001. Cheney has been recognized by many as the most powerful and consequential Vice President in American history, and worked side by side with George W. Bush to keep our homeland safe and protect Americans from terrorist attacks for seven and a half years following 9/11.

- Over 4 decades of public service at the highest levels of our government.
- Chief of Staff for President Gerald Ford.
- Served five terms in U.S. House of Representatives from Wyoming.
- Nominated by President George W. Bush to serve as Secretary of Defense; confirmed unanimously by the United States Senate.
- In his four years at the Pentagon, Cheney led American forces to victory in Operation Just Cause in Panama, and Operation Desert Storm in the Persian Gulf. In 1991, he was awarded the Presidential Medal of Freedom.

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 - page 12.

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



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

Get an up close and personal virtual tour of the White Water Express car washes including operational techniques.

MODERATOR: TYLER FURNEY

Successfully Developing Managers*Room – 202B*

– Steve Gaudreau

This session will review the basic elements that need to be addressed to develop all the members of the car wash site-management team. It will define exactly what a manager's job is; identify the type of person whose behavior fits the position and provide the training necessary to achieve successful performance.

MODERATOR: JOHN AGNEW

Cyber Security – What You Need to Know Today!*Room – 202A*

– Sam Moore

Does your business have a computer, paper files, or any materials that are confidential in nature? The obvious answer here is YES!!! This session has been designed to help safeguard your business in the technological world that we live in. We see headlines every day in the news talking about the most recent victim of a Cyber Attack, and this seminar is here to help you keep your company from having a spot in the headlines!

MODERATOR: DON WITT

**9:15–
10:15****CONCURRENT SESSIONS -****Cultivating Your Culture***Room – 202CD*

– Lanese Barnett

The culture you build in your company determines your success in developing and growing your customer base. What is the culture in your company? Is this message communicated effectively to customers and employees? This session will help you understand how identifying, communicating and establishing consistency in your company culture enhances your bottom line.

MODERATOR: STEVE HOLCOMB

Fostering Belonging in the Car Wash Work Force*Room – 202B*

– Kati Wright & Panel

Does establishing a sense of belonging affect your bottom line? Absolutely. Join us in our discussion of why it is important for your team members, both male and female, to feel that they belong at your business. We will also be discussing how to establish confidence in your own ability and how to combat “imposter syndrome”. Our discussion is centered around highlighting opportunities and challenges faced by females within the industry and bring to the attention of our male counterparts, while simultaneously offering tools to work together for great success.

MODERATOR: RONNIE CORBIN

High Performance Organizations Create Increased Profits*Room – 202A*

– Chris Brown

World-class companies, regardless of industry, succeed predictably because they are built on fundamentally similar traits. As a result, they produce outstanding returns for their owners, both in earnings and ease of management. This session, built on real life experiences with over 100 organizations, reveals these common elements and will help you determine whether they exist in your company. Attendees will learn The Four Pillars and 22 Elements of Eliciting Peak Performance from your team and be given a culture evaluation tool to take home.

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

The car wash industry is experiencing many dynamic changes that will continue to have a significant impact on our business into the new year and new decade. Issues such as operator and vendor consolidations; effectiveness and efficiency of loyalty or subscription clubs; sale/lease back options; cost of development; impact of private equity; competition/saturation and more will be discussed by this very knowledgeable panel.

MODERATOR: RICH DIPAOLO

12:15

Closing Luncheon

Room – 201ABC

INTRODUCTION OF 2020–2021 SCWA OFFICERS & DIRECTORS

SPONSORING HOSTS: HYDRA-FLEX

INNOVATIVE CONTROL SYSTEMS



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