

Finish Line

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EXPO 2013 REVIEW AND WRAP-UP

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MCA is a membership organization that promotes the interests of Midwest Carwash Operators through interaction, education and information. The Finish Line is a quarterly newsletter published by the MCA. Opinions expressed by guest writers do not necessarily reflect views of the MCA. Acceptance of advertising does not imply endorsement or approval of the product or service advertised. We accept unsolicited manuscripts and reserve the right to edit. Please send address changes, membership inquiries, and advertising requests to the address listed above.

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FROM THE PRESIDENT

By Paul Coffman
Breton Auto Wash



LOOK AT WHAT YOU MISSED

Although total numbers were not available at the time we went to print, those who didn't make it to the 2013 MCA Expo missed a great show.

This year the Expo was held at the Novi Sheraton, our first attempt at this type of venue. Many early comments were favorable, with attendees mentioning the 'homey, cozy' feeling the main ballroom provided. The lighting and carpeting provided by the Sheraton seemed to contribute towards the favorable atmosphere.

This year the Expo floor actually sold out for booth space. That's right, this year all booth spaces were spoken for. We may need to start looking at our opportunities to grow into more space moving forward. Once again, thank you vendors!

Our vendors also came through and sponsored numerous events. Thank you again to Allmacher/Vcard, Belanger, Huron Valley Sales/Propak, Innovative Control Systems, PECO Car Wash Systems and Rowleys Wholesale!

Another new aspect this year was our education sessions each morning the show was open. Along with a hot breakfast, attendees could partake in seminars that covered many aspects of importance to carwash operators. Positive comments followed this year's seminars which covered the following: MIOSHA Safety and Employee Training, Health Care Reform, Making the Most of the Carwash you Have, and Key to Higher Ticket Sales. If you have suggestions for future topics that you would like to see covered at next year's Expo, please let us know--it's never too early for us to start planning.

MCA OPERATOR AWARDS

Another new aspect of this year's show was our Awards Reception and Dinner that took place following the first show day. The Board wanted to take the opportunity to appreciate some long-time advocates of the carwash industry. Congratulations to our 2013 Hall of Fame award winners, J. Cornell, owner of Standale Autowash, Standale with 33 years of experience; Lou Allmacher of Mechanical Wash Systems, Detroit with 42 years of experience; and Wayne Kowalski of State Street Carwash, Alpena with over 30 years experience.

Voted *Full Service Car Wash of the Year* was Bruce Milen's Jax Car Wash, Detroit. Eric Harrison's Soapy Joe's Auto Wash of Lansing took *Express* honors while Tom Foster's Sunrise Car Wash of Yale, Michigan received this year's *Self-Serve* award. Again, congratulations to our winners!

ON OUR AGENDA

During the coming year, the MCA Board will be meeting multiple times to discuss multiple ways of increasing operator membership and vendor participation. Some topics on the agenda will include the following:

Should Expo attendance be a member benefit?

Should we look at a different time of year to hold the Expo?

If we held the Expo during the summer, would a Northern Michigan venue be of interest?

Should we hold the Expo near or at a casino to increase attendance? Or at a resort where families can attend as well?

If we continue to hold the Expo in the Detroit area, would a hotel ballroom in the casino district be attractive? In close proximity to Commercial Park, would a Tigers game be part of an attractive package?

The MCA doesn't want to leave any stone unturned. This is YOUR association and we need YOUR input. Email: walilko.h@gcsionline.com or call 800.610.4512.

Regards,

Paul

P.S. I'm sick of winter, how about you? As a Tigers fan, I'm excited about spring training and the season just around the corner. Through my signage I'm implementing a "countdown to spring." Regular daily traffic at my three washes will see that we're getting closer. Weekly signs with "Days Are Getting Longer" and "Spring Cleaning Also Includes Your Car" will be posted. I'm also considering a "ladies day" featuring your First Spring Flower. I figure if I'm upbeat, my customers will be too. Just some thoughts from one car wash operator to another.



Expo Dinner Speaker Tom Borg



**Greg Thoennes, Arimitsu Pumps
Red Wings Ticket Winner**



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EXPO 2013

CONGRATULATIONS TO OUR AWARD WINNERS!

Carwash of the Year Awards

Full Service Carwash of the Year Award Jax Car Wash – Bruce Milen

Jax has many locations and does a lot of work in the community. Jax has several full service locations across the state.

Express Carwash of the Year Award Soapy Joe's Auto Wash – Eric Harrison

Soapy Joe's has done a great job with innovation installing Reclaim, high efficient boilers, and DRB express pay stations. Soapy Joe's is a great example of new technology in the industry.

Self-Serve Carwash of the Year Award: Sunrise Carwash – Tom Foster

Sunrise has just built a brand new six bay self-serve in Yale. This wash has water reclaim (including a rain water harvesting system), high efficiency boilers, LED lights, and pay stations. Sunrise Carwash is a great example of a using new technology and making it profitable.



MCA President Paul Coffman presenting the award to Dave Gillman of Jax.



Eric Harrison of Soapy Joe's accepting his award for Express Carwash of the Year.

Hall of Fame Awards

Lou Allmacher – Lou has been involved in the auto wash industry for over 42 years. He started out working for SOHIO in Ohio overseeing installation of car washes in all of their service stations; in 1971 he returned to Michigan and began doing sales and installation for Hanna Car Wash. In 1975 Lou started his own company, Allmacher Equipment Company which distributed and sold Hanna carwash equipment. The company later took on partners who Lou subsequently bought out in the 1980s. Lou has since grown the company to what it is today, Mechanical Wash Systems. Lou also served on the board of directors for the Midwest Carwash Association for several years in the 1990's.

J Cornell – J is the owner of Standale Auto Wash. He is a Vietnam vet, and was previously in the clothing industry. He has been in the carwash industry for 33 years, and is involved heavily in the community.

Wayne Kowalski – Wayne is the owner of State Street Car Wash in Alpena. He has been in business for more than 30 years and has six locations. Wayne's carwashes represent every area of the industry that the MCA represents. Wayne has been a loyal member of the association who has built his businesses with the mission of exceeding customer expectations. All of his facilities are maintained to promote a clean and professional image and sets the standard to which MCA operators can strive to achieve.



Ken Allmacher presenting the Hall of Fame award to his father Lou.



Steve Everett presenting the Hall of Fame award to Wayne Kowalski.

Not pictured: J Cornell and Sunrise Carwash

A Better Bill Changer for Carwashes

Cash recycling technology improves customer service and reduces cash handling costs

By Chuck Reed, Marketing Director, MEI



Let's face it. The last thing you want is customers leaving your carwash because they can't change a \$20. And today, \$20s are what most consumers are carrying because they are most commonly dispensed by ATMs and received as "cash back." Customers

need change or some tokens, but they don't have any small bills and they don't want to get 80 quarters or a bunch of tokens back from a bill changer/breaker.

Perhaps you've already tried to fill this need by stocking a cash drawer with \$5 bills. Or you gave your attendants \$5s to carry. But maintaining that inventory is expensive, not to mention the increased risk for theft and burglary. Also, your attendants are constantly interrupted from their job to give change. You've also tried traditional bill changers, but they cost at least \$2000, require hundreds of dollars in change in the changer and hundreds more in replenishment funds.

Luckily, new technology is available that solves these challenges. It's called cash recycling, and the latest bill changers now offer it, making it possible for you to easily and cost-efficiently accept larger denominations, which improves customer service and reduces cash costs.

Field-Proven Cash Recycling Technology

Cash recycling technology is not new, but it is just now hitting a significant adoption curve in the carwash industry. MEI, a performance leader with the technology in the vending space, has sold tens of thousands of cash recyclers since the technology was introduced in October 2009.

Recycling bill changers reuse cash in (\$1 and \$5 bills) from customers trying to break \$10s and \$20s. When a customer inserts a \$5, it is stored in the bill acceptor's recycle barrel. When the next customer inserts a \$10 or \$20, that customer receives the very same \$5s inserted by previous customers. This system dramatically reduces the amount of cash and coin operators need in a bill changer.



Here's a look at four ways that operators benefit from installing bill changers with a recycler.

1. Improved Customer Satisfaction

Bill changers with cash recyclers let customers get quarters, dollar coins or tokens with whatever is in their wallets, so they receive paper bills instead of dozens of coins. When customers change \$20 bills and get 80 quarters or tokens back, they are not happy, and change inventories can be wiped out in hours. They might even drive away. With new high-visibility bezels available for the bill recyclers, customers can clearly see in real time which denominations are accepted.

Magic Minit Carwash in Enfield, Connecticut, recently installed two Rowe Model 400 recycling changers with MEI® CASH FLOW VNR Recyclers. Alan Tracy, one of the owners of the business, reported that the new bill changers are very reliable and his customers appreciate receiving bills and coins as change for \$10s and \$20s. "Our business depends upon a core of loyal, repeat customers," said Tracy. "Readily accepting whatever cash they have in their wallet is one way of increasing loyalty. Recycling technology has allowed us to do that."



2. Cutting Cash Management Costs

Carwash owners are finding many more \$10 and \$20 bills in their recycling changers than ever before. The MEI recycler provides an innovative way of giving \$5 bills to customers as change without attendants or store owner having to handle the \$5 bills. Cash recycling allows operators to maintain a lower total machine float by leveraging customer-provided bills as float.

3. Reducing Risk and Theft

With a recycling bill changer, attendants no longer need to carry cash, and operators don't need to tie up bills in a cash drawer.

Otto Carwash in Topeka, Kansas, recently replaced a traditional bill changer with a Rowe 400 recycling bill changer. "The new bill changer creates a much safer carwash for the attendants because they no longer carry cash for customers who need change for a \$20. Plus this location is the only carwash in the area with a recycling bill changer," said Vincent Cook, Otto Carwash manager.

An added benefit is that the Rowe 400 has an LED screen that reports audited information to customers showing exactly what cash was accepted and dispensed. For example, "In \$20. Pay \$20. Thank you." This eliminates customer cheats like, "The machine took my \$20 and only gave me \$5 back."

4. Preventing Customer Attrition

Cash recycling technology also helps create loyal customers who can count on the latest, reliable technology. And it prevents them from having to leave your property to find change, going to a convenience store or other retailer, or worse yet, a competing carwash that will accept what's in their wallet.

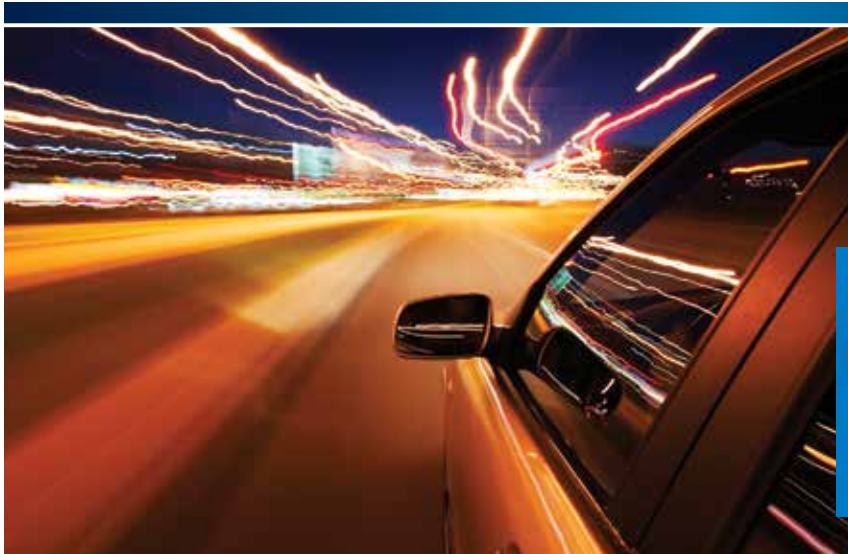
Phil Tutt, the owner of Mr. Sudz in Conroe, Texas, has used Rowe changers for over 20 years. Phil prides himself on

staying up to date on the latest technology, and he is the first carwash to install recycling bill changers in his area. He recently installed the new Rowe Model 400 with MEI bill recyclers to make it easy to break \$20 and \$10 bills into fives and tokens. "Customers can easily break large bills and get bills instead of a pocket full of tokens. It really helps prevent drive-offs."

Cash Recycling: A Win-Win

Recycling technology has provided a new potential for carwash operators to get a competitive advantage. Now you can easily and cost-efficiently accept larger denominations, which improves customer service and reduces cash costs.

"Recycling bill changers are available now and fit into the same size wall opening as popular older Rowe changers. So what are you waiting for?" said Tom Kozlik, Vice President for Major Accounts for Rowe Bill Changers. "All operators should consider embracing this new technology that gives a competitive advantage and improves customer service."



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Hamilton Manufacturing Corp. Welcomes New President, Steven Alt

Hamilton Manufacturing Corp., a leading manufacturer of automated payment systems, Data Access Networks, and change machines for the car wash and parking industries is proud to announce the promotion of Steven J. Alt from Executive Vice President to President.

According to Robin Ritz, Chief Executive Officer, "Steve has earned this opportunity through his many years of hard work and dedication to the company. His business acumen is a valuable asset to Hamilton, and we believe he will do a tremendous job leading this company into the future".

Robin will remain as Chief Executive Officer.



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We invite you to submit your name as a candidate for one of our open Board seats. To be eligible for Board service, MCA Board Members must be paid members in good standing of the MCA for both 2012 and 2013. You must be directly involved in operating or owning a wash or providing services or products specific to the car wash industry. Officers are elected by the Board from amongst its members.

If you have any questions or would like an application please contact Paul Coffman at 616.940.3752.

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Saving Money at Your Carwash

By John Millerick, C.A.R. Products

Water, "our most precious resource." We have all heard this saying a thousand times, but how many times have you heard, "Re-nozzeling saves money." Probably never.

If your rinse arch is still using 80/10 or 80/15 nozzles, it's time to move into the new millennium! Reading a nozzle is easy. Look at the numbers on the front of the nozzles and it will say something like 80/10. The first number represents the spray pattern. The second number is the gallons per minute. So an 80/10 means that 1 gallon of water will come out of that nozzle in 1 minute of rinse time. And if we add up all the nozzles on an arch, we're talking a lot of water. I'll come back to that in a minute.



With today's modern chemical's you don't need a lot of water to rinse a vehicle. In fact, there's even polish wax that foams on, sets up, and with a little bit of water, breaks clear! As we all know, that's our biggest problem and cause for argument in the rinsing area. In the past we would have to flood the cars with water just to get the polish to rinse, sometime using nozzles as big as 80/30. But as I said, all that has changed now due to modern chemistry.

Now, let's get back to talking about saving money. If you were to simply change your nozzles from 80/10 to an 80/08 you could save, depending on your car wash volume, about 25,000 gallons a water per year. Okay, so your probably wondering, how did I arrive at that figure?

Here is the formula:

- (1) Rinse Arch
- (10) 80/10 Nozzles
- Gate time - 20 seconds (the amount of time it takes a car to travel through your arch).



So if you divide ten gallons a minute by three (your gate time) you come out with 3.33 gallons per car. So, 40,000 cars a year times 3.33 gallons per car = 133,000 gallons of water. Now, if we reduce our nozzles to 80/08, that would give us about 20% less water running through our arch, or about 26,000 fewer gallons of water. Now can you imagine if you were to plug up a couple nozzles and bring the size down to say 80/06? Wow! Now we're saving money!

So you see, with just a little know how and a 1/2 inch wrench, you can really start to see the savings at your carwash! Until next time.....Just Wash It!

John Millerick is the National Sales Manger for C.A.R. Products Inc. in Holyoke, Mass. He can be reached at jm@carproducts.biz or 1-800-537-7797.



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UNEMPLOYMENT CLAIM AND TAX DISPUTES Over the past 25 years, state unemployment tax continues to increase. Employees receive unemployment even when they quit or are discharged. Unemployment Services, Inc. provides discounts to MCA members on services to help save money and reduce the work and worry associated with controlling unemployment dollars.

MEMBERSHIP ROSTER Each summer, the MCA produces a Membership Roster for distribution to all MCA members, distributors, suppliers and manufacturers. This directory contains the MCA by-laws, all our partner service providers, upcoming MCA events, and listings of all car care members in our five state region. Advertising is available, contact the MCA office for more information.

MCA EXPO As the only show in the Midwest, the MCA Expo has rapidly become one of America's leading car care industry selling opportunities. The MCA invites over 600 operating washes and more than 40 booths and bulk areas exhibit! The 2013 MCA Expo was held at the Novi Sheraton Hotel & Conference Center in Novi, Michigan. Dates for the 2014 Expo will be determined soon.

MCA ANNUAL GOLF OUTING MCA will hold our annual golf outing June 11, 2013, location TBD. Join us for a day of golf to include breakfast, lunch, dinner and 18 holes. MCA will offer a discounted rate and sponsorship opportunities to members. Bring a foursome or register as a single!

SPONSORSHIP OPPORTUNITIES The MCA offers high visibility sponsorship opportunities in the Finish Line Newsletter, on the website, and a variety of other options.

BOARD OF DIRECTORS The MCA has a dedicated Board of Directors representing your interest and working on behalf of the association.

WEBSITE Informative, user friendly website – www.midwestcarwash.com contains a wealth of information and resources for our members.

FINISH LINE The MCA produces a quarterly newsletter for the membership, keeping you up-to-date with issues and events concerning the carwash industry. Advertising opportunities are available. If you have any ideas or articles you would like to see please contact the MCA office.

STAPLES DISCOUNT Your Membership with MCA entitles you to an average of over 50% discount on all Staples products when you order online. This single membership benefit could save you hundreds of dollars each year! Staples now offer all of your vending and cleaning supplies.

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For more information on any of these benefits please contact the MCA office at 800.610.4512.

Does your company have a discount that you would like to offer to our members? Contact the MCA office at 800.610.4512 or email walilko.h@gcsionline.com for more information.





MIDWEST CARWASH ASSOCIATION
2013 Associate Membership Form

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Questions?

Contact Tara Paksi @ paksi.t@gcsionline.com

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