

Finish Line

QUARTERLY PUBLICATION OF THE MIDWEST CARWASH ASSOCIATION

FIRST QUARTER 2014 | VOLUME 85

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EXPO 2014

MAY 5 - 7, 2014

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CONTACT INFORMATION

Midwest Carwash Association
120 N. Washington Square, Suite 110A
Lansing, MI 48933
Phone: 800.610.4512 Fax: 517.371.1170
www.midwestcarwash.com

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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. All articles submitted will be considered for publication and accepted at the approval of the editor and MCA Board. The MCA reserves the right to edit submissions for accuracy, clarity and length.

Please send address changes, membership inquiries, and advertising requests to the address listed above.

FROM THE PRESIDENT



By Paul Coffman
Breton Auto Wash

Stop Ignoring and Start Connecting with Your Customers - Use the *10 Foot Rule*

Just the other day I noticed Kendri, one of our employees who works in the prep area of our car wash, greet one of our customers. It was wonderful to see this customer's face light up and smile. Kendri is the type of employee who tries to help out every car wash patron with whom she comes in contact. By being proactive, she develops trust and rapport with her customer early in the sales cycle. We often hear customers commenting on how she makes them feel welcome. Kendri sets the pace for all of our employees at our car wash.

To take this one step further, one of the approaches we are working to implement the "10 Foot Rule". This is where every one of our employees who comes within 10 feet of a customer makes eye contact and greets the person with a smile and a cheerful "hello." It is amazing how most customers seem to immediately warm up and feel more comfortable being in our car wash operation after being greeted by one of our employees.

This kind of strategy will work best when we consistently set the example ourselves. This applies not only when using the 10 foot rule with our customers, but with our own employees. The way we treat our employees is the way they will treat our customers. Makes sense doesn't it?

Remember, we are not only in the business of washing cars, we are also in the self esteem and "feel good" business. We know that most people who have their cars and trucks washed at a professional car wash have a certain element of pride in owning that vehicle. They want it to look sharp. They also want to feel important. We can help them do both when they visit our car wash operation. Your team's

goal should be to make your customers feel good about themselves and proud of the way their vehicle looks when they drive away.

By using the 10 foot rule and regularly acknowledging and greeting our customers we are building a lifetime relationship with each and every one of them.

If you and your car wash team are not already doing this, start using the 10 Foot Rule and watch your customers smile. When you do, chances are their loyalty and your car wash operation profits will improve.

~ Paul

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MCA Members Corner

Joe Chatel Joins the MCA Board of Directors

Joe Chatel is the President of Operations for Thunder Mountain Holdings LLC, Ride the Tide Carwash, and Arno River Group in Grand Rapids, Michigan. Joe joined the MCA Board in 2013. He is a graduate of Central Michigan University with seven years in the carwash industry; currently running 13 carwashes, including three full-service locations.

"I am very excited to join the MCA," says Joe. I hope to bring new, energetic ideas and viewpoints to the organization while sharing valuable industry ideas and concepts. My goal for my role on the MCA Board is to aid in the strengthening of the group as a whole and expand its reaches and impact across the Midwest."



Darin Baum

Darrin Baum Promoted to Lead New Zep Vehicle Care

Industry and company veteran to continue focus on growth, innovation

Zep Vehicle Care, a leading provider of chemical solutions to the car wash industry, announced that it has promoted Darrin Baum to vice president, general manager where he will lead the newly created vehicle care division of Zep Inc.

Baum joined Zep Inc. with the acquisition of Ecolab's Vehicle Care division, and has been a leader with the company for 16 years. His most recent assignment was senior vice president of sales and service. In his tenure with Vehicle Care, Baum has grown through the company as territory manager, district manager, western area vice president, vice president of corporate accounts and the vice president of sales and service. Additionally, Baum has long-standing industry experience, having worked in and managed car washes previously, as well as serving on the board of the Western Car Wash Association since 2002.

"Darrin's extensive knowledge of our industry and his passion for our team, together with his business acumen and dynamic leadership skills, uniquely qualify him to lead Zep Vehicle Care into the future," said Steve Nichols, group president of Zep Inc.

Zep Vehicle Care, the largest solutions provider to the vehicle care industry, was created in December of 2012 with Zep Inc.'s purchase of Ecolab's Vehicle Care division and subsequent consolidation of Zep's car wash division and Niagara truck wash business. The new Vehicle Care group has 150 employees, 90 distributors, and represents Armor All Professional®, Blue Coral®, Rain-X®, Black Magic® and Zep® brands.

"I am thrilled about the opportunity to lead Zep Vehicle Care during this very exciting time in our business development," says Baum. "Zep Inc. has demonstrated a commitment to the car wash industry and to our business. As we complete our integration of the separate businesses over the next several months, we have a unique opportunity and aggressive plan for growth and continued industry leadership."

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MacNeil Introduces New Quad Pak Configuration

Operators Realize Double the Cleaning Power in a Compact Area

MacNeil Wash Systems announces the release of the new Quad Pak RS701/RS400 Combo Wrap, a unique configuration that places MacNeil's RS-400 Low Side Washer beneath the powerful Long-Arm RS-701 Superflex Wrap-Around brush. Easily installed into new or existing sites, this Quad Pak doubles the cleaning power into a smaller, more compact area saving operators valuable tunnel space. It is available with the 22", 30" or 45" RS-401 brush models to suit every tunnel.

"The Quad Pak has been a great addition to clean the corner panels of the car, and underneath the mirrors. It is really one of the best features that we added to it [the car wash], besides adding the Wheel Boss," said owner and operator Glen Sheeley of Sheeley's

Car Wash in Walden, NY. "To achieve the maximum benefit, we moved the flex wraps back a little bit, mounted them underneath and life has been good ever since. It was exactly what we need in the same footprint we already had," added Sheeley.



Diamond Shine
Car Wash Solutions

Steve Everett

1340 E. 298th Steet
Wickliffe, Ohio 44092
800.843.SOAP (7627)
Cell 810.624.3069

severett@diamondshine.com



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Do you know of an MCA member who deserves recognition?

Contact Hillary Walilko at 800.610.4512 or walilko.h@gcsionline.com with the details and we will feature it in a future edition of *MCA Members Corner*.



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Is it Time to Upgrade Your Video Surveillance System?

By Chris H. Johnson, Video-Tech-Tronics, Inc.

I am guessing that most car wash owners have some sort of video surveillance system and I will also guess that most of you have moved past VCR technology! The newest technology in our industry is an IP-based video surveillance system. IP cameras are more costly than analog cameras, but can offer better resolution and digital zoom capabilities. There also exists a strong desire to view video surveillance systems remotely, from your lap top while relaxing by the pool, or from your Smart Phone while sitting on a beach in Mexico! This can be accomplished by connecting your system to the internet – either an IP-based Network Video Recorder (NVR) or an analog Digital Video Recorder (DVR) can satisfy the desire to view your camera system remotely.

Storage Considerations

An important factor when choosing an NVR or a DVR is storage space. IP-based cameras gobble up a lot of storage. Most systems can be set up to record on “motion only” so you are not wasting valuable hard drive space “viewing nothing”. The most common benchmark for storage is 30 days worth of recording. The NVR or DVR will store up to 30 days of video and then write over the oldest information.

Frame Rates

The other factor to consider when choosing an NVR or a DVR is the frames (or images) per second that it can record at. The ultimate is 30 frames per second, which is real time. The old VCR’s from days gone by would only record at 2-4 frames per second (so the recordings would “jump” and “skip” like an old Charlie Chaplin movie, causing you to miss information). A standard minimum rate that I would recommend is 7 frames per second, although I highly recommend going with the full 30 frames per second for the best possible playback. Keep in mind that the more frames per second that you record at, the more storage space (larger hard drive) that you will need. There are calculations to determine what size hard

drive you need for 30 days of storage based upon the quantity of cameras, the percentage of motion/activity that your cameras are going to experience, and the frames per second that you would like to record at.

Site Lighting

If you have limited site lighting, or interior lighting, infrared illuminated (or IR) cameras can be utilized to produce a usable video image with little or no light at all. Auto-iris vari-focal lenses are the way to go. The auto-iris feature automatically adjusts to varying light conditions (sunny, cloudy, full lighting, or diminished lighting). Vari-focal lenses allow you to manually change the field of view of a camera. This is handy when your needs change – instead of viewing a general area, you can manually adjust the lens to view a door or a certain part of a room. This saves you from having to relocate the camera in many cases.

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EXPO 2014

DON'T MISS the 2014 Midwest Carwash Association Expo! This year we have a new location, the Sterling Inn Best Western in Sterling Heights, Michigan. We are focusing again this year on education, and we have quite a line up of speakers for all types of carwash operators. We also have a larger show floor which means more exhibitors and more new products. Stay for dinner on our opening night and meet one-on-one with vendors and other operators for a great meal and networking.

SHOW SCHEDULE

MONDAY, MAY 5TH

12:00 PM - 7:00 PM Exhibitor Set-Up

TUESDAY, MAY 6TH

9:00 AM - 10:00 AM Registration

10:00 AM - 5:00 PM Trade Show Expo Open

10:30 AM

Tips from Mister Car Wash
John Lai, CEO, Mister Car Wash

1:00 PM

Wireless Credit Card Acceptors
Dave Richards, Vice President,
Genesys Technologies

5:30 PM - 7:30 PM Dinner and Awards Reception

WEDNESDAY, MAY 7TH

9:00 AM - 10:00 AM Registration

10:00 AM - 3:00 PM Trade Show Expo Open

10:30 AM

Maximizing Your Site

Marcus McLaughlin,
Belanger, Inc.

1:00 PM

Conveyor Maintenance

Rob Davis, Vaughan Industries

3:00 PM - 7:00 PM Exhibitor Tear Down

HOTEL INFORMATION

Sterling Inn Best Western
34911 Van Dyke Avenue
Sterling Heights, MI 48312
www.sterlinginn.com

For Reservations Call:
586.979.1400 or 1.800.953.1400

Reserve a room by April 5th, 2014 to receive the discounted rate of \$89 per night (plus taxes). Mention **Midwest Carwash Association** when making your reservation.

DINNER & AWARDS RECEPTION

Stay for dinner, awards and networking after the first day of the show. No need to leave the hotel, the reception will be just down the hall. Exhibitors - consider attending with your customers for a great evening. Pricing details can be found on the registration form.

EDUCATIONAL SESSIONS

Tips from Mister Car Wash - The Largest Carwash Chain in the U.S.

John Lai is the chief executive officer of Mister Car Wash, which in 2012 became the largest carwash and lube chain in the country. John has company-wide responsibilities for operations, marketing, finance, accounting, and human resources. Before becoming CEO, he was president and chief operating officer and vice president of market development. Prior to his career with Mister Car Wash, Lai was vice president of FinanCenter Inc., president of Blue Coral Systems Inc., and held a variety of management positions with Nestle SA and Carnation.

John will speak on the success of the Mister Car Wash chain and on topics such as strategies for dealing with taxing entities and utilities in multiple states/municipalities; strategies for building customer bases when entering a new market; ensuring that your company's vision is carried out by your management and employees; and an update on the Affordable Care Act.

Maximizing Your Site

What if you could 'mistake proof' your car wash business – and 'erase' old missteps that have cost you business?

In this session, we'll examine the most common mistakes operators make, which cost them customers, decrease wash frequency, and cut profits. More important, we'll look at proven methods to avoid these mistakes, actively capture new customers, and keep them coming back – to build more profits now, and create an enduring car wash business for years to come.



This session will be taught by Marcus McLaughlin, a Marketing Manager at Belanger, Inc., and formerly marketing director for one of Michigan's largest car wash chains.



Wireless Credit Card Acceptors

Dave Richards is the Vice President of Genesys Technologies. He has extensive experience in Corporate Development, Business Management, Manufacturing, and Electronic Engineering and holds a degree in Electronic Technology.

Genesys Technologies is the manufacturer of the CryptoPay Credit Card System. CryptoPay is an innovative payment solution providing affordable card processing equipment, wholesale processing fees and the highest level of credit card security in the industry providing End-to-End encryption from the point of credit card swipe contact through payment processing.

Dave will be holding a round-table discussion on Wireless Credit Card Acceptors.

Conveyor Maintenance

This session will focus on the following areas of maintaining your conveyor system:

- developing maintenance schedules
- adding a roller rinse system
- changing the worn sprocket parts without taking apart the chain
- improving track-ability of rollers
- prolonging chain life

Rob Davis of Vaughan Industries has been washing cars for 25 years. He has been with Vaughan Industries for the last six years, where he has learned many of the ins and outs of all types of carwashes. Rob has also served on the MCA Board for the past five years.

EXPO 2014

Company Name _____ Member Non-Member

Other Business Name (if applicable) _____

Business Type (check all that apply)

<input type="checkbox"/> Conveyor	<input type="checkbox"/> Detail Shop	<input type="checkbox"/> Carwash Mfr.
<input type="checkbox"/> In-Bay Automatic	<input type="checkbox"/> Self-Serve	<input type="checkbox"/> Soap Mfr.
<input type="checkbox"/> Oil-Lube	<input type="checkbox"/> Credit Card Processor	<input type="checkbox"/> Equipment Mfr.
<input type="checkbox"/> Chemical Distributor	<input type="checkbox"/> Insurance Provider	<input type="checkbox"/> POS
<input type="checkbox"/> Other _____		

Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone _____ Fax _____

Email _____

(Please provide an up-to-date email to ensure that you receive all MCA communications)

Names of Attendees (attach list of names to this form if more space is needed) _____

EVENT	MEMBER	NON-MEMBER	NUMBER ATTENDING	SUB-TOTAL
Expo Show Floor & Educational Sessions Tuesday, May 6th & Wednesday, May 7th	\$10	\$25		
Awards Reception & Dinner Tuesday, May 6th	\$55			
2014 Midwest Carwash Association Membership	\$150			
			TOTAL _____	

PAYMENT METHOD

Check payable to MCA Check # _____ AMEX VISA MasterCard Discover

Credit Card Number: _____ Expiration: _____ Code: _____

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- Allmacher LLC/Vcard
- AVW Equipment
- Belanger, Inc.
- C.A.R. Products, Inc.
- Coleman Hanna Carwash Systems
- D & S Carwash Equipment Co.
- Diamond Shine, Inc.
- Dixmor
- DRB Systems, Inc.
- Erie Brush & Manufacturing Corp.
- Gallop Brush Company
- General Pump
- Genesys Technologies/CryptoPay
- Innovative Control Systems Inc.
- MacNeil Wash Systems
- Michigan Cleaning Fund/Regency Insurance Group
- Motor City Wash Works
- PECO Car Wash Systems
- Simoniz USA Inc.
- SONNY'S The CarWash Factory
- Tommy Car Wash Systems
- Turtle Wax, Inc.
- Vaughan Industries
- Warsaw Chemical Co., Inc.
- Woltco, Inc.

FLOOR PLAN



Exhibitors: For complete details, Exhibitor Prospectus, and the latest booth availability visit www.midwestcarwash.com or call 800.610.4512

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SERVE YOUR INDUSTRY RUN FOR THE MCA BOARD

The MCA would like to offer you the opportunity to serve your association and you industry as a member of the MCA Board of Directors. Each year MCA polls its members seeking individuals who are willing to dedicate their time and energy to advance the agenda of the association, provide expertise toward developing our future goals, policies and services, and act as an ambassador to grow the MCA membership and represent our organization.

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 2014. 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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2014 Associate Membership Form

Company Name _____ Renewal New Member

Other Business Name (if applicable) _____

Business Type *(check all that apply)*

- | | |
|---|--|
| <input type="checkbox"/> Conveyor | <input type="checkbox"/> Detail Shop |
| <input type="checkbox"/> In-Bay Automatic | <input type="checkbox"/> Self-Serve |
| <input type="checkbox"/> Oil-Lube | <input type="checkbox"/> Credit Card Processor |
| <input type="checkbox"/> Chemical Distributor | <input type="checkbox"/> Insurance Provider |
| <input type="checkbox"/> Carwash Mfr. | <input type="checkbox"/> Soap Mfr. |
| <input type="checkbox"/> Equipment Mfr. | <input type="checkbox"/> POS |
| <input type="checkbox"/> Other _____ | |

Address _____

City _____ State _____ Zip _____

Contact Person _____

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Operator Member Annual Dues \$150

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Or Fax to 517.371.1170

QUESTIONS?

Contact Hillary Walilko
at walilko.h@gcsionline.com
or call 1.800.610.4512

Making the Most of the Carwash You Have

By Rob Davis, Vaughan Industries

Hello fellow carwashers! Let's hope this spring sees you washing lots more cars than this winter has! As a 25 year veteran carwash operator, I've often been asked "What can I do to gain more customers and revenue at my wash?"

In my opinion an operator should consider the following four criteria to be successful.

1 Your Carwash Needs to Have Curb Appeal

A neat, clean facility goes a long way in the eye of a customer. Simple bold signage should attract one's attention and desire to visit your wash.

2 Your Carwash Should be in Good Working Order

The appearance of cloth, equipment, and facility all matter to our customers. Ask yourself, "Is the carwash new and fresh looking?" If the answer is no, consider new signage, cleaning material, lighting, and new methods of application. Customers like to buy innovative products, and that brings in more revenue.

3 Get Involved in Community

Operators can contribute in so many ways to their particular community. Participation and donations will give a positive reflection on your business every time. Get to know people in your wash's community and they will use your carwash!

4 Empower Your Employees to Care

Employees that care about customers, the car wash, and their community ultimately will bring in more customers. Listen to their ideas and ask for their help in your desire to be better. Proper presentation at the point of sale will make customers happy and want to return to your carwash.

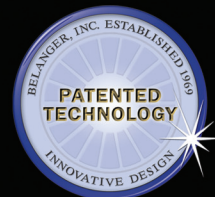
There you go - four ideas for a better carwash. Some require some capital, some are free, but each will positively impact your business. I wish all of you the best in your pursuit to make the most of the carwash you have.



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