

Finish Line

QUARTERLY PUBLICATION OF THE MIDWEST CARWASH ASSOCIATION

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SAVE THE DATE!

**Tuesday, June 12, 2012
THE JACKAL GOLF CLUB**



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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



Summer is just around the corner, and we can all see the improvements that are happening around us. We have road work starting up already, landscapes being redone, and home improvements. So, why should it be any different for the Car Wash business?

As a car wash owner I take the lower car count in the summer season as a time to do as many of the improvements on my building as possible. I choose the summer for some obvious reasons: the lovely warm weather and the lower car count. This makes it easier on me and my employees to take the time to look at my wash and fix the things that need improvement. Winter can be harsh on the exterior of buildings, and the exterior of your wash is the first thing a customer is going to see when they arrive at your wash. Peeling paint, rust, cracks in the concrete are all things customers will see when they first pull up.

Through the years, I've found that getting an outside opinion about what needs "fixing up" in my wash a

great tool. Owners/operators just like me, can't always see the little things that can be improved, that will help your business look fresh and new.

There are a lot of little things that car wash owners/operators can do to spice up their buildings after a harsh winter. There is always something that needs work on the outside of the building. Weeds in the parking lot, faded siding, chipping paint, and even dirty windows. Another area that could be spruced up that most owners/operators forget is their employees. Yes, employee uniforms become faded, ripped, and just generally nasty over the winter as well. Owners/operators need to take a real good look at their wash; the improvements you do to it will only help your business in the future, and your customers will definitely notice the improvements!

Some operators may overlook the little things, or even put them off, but as an owner I have come to learn that if you put off the little things that should be fixed, they can turn into huge problems later down the road. Nobody likes expensive repairs, especially in this market right now, I know I don't!

MCA Appoints Sheryl Turner of Belanger, Inc. As Board Member

LANSING, MI – The Midwest Carwash Association today announced the appointment of Sheryl Turner to its board of directors. Turner is the director of marketing and sales support for Belanger, Inc., and has worked for the company since 1988. "We're glad to have Sheryl as part of our board," says the MCA's Vice President, Russ Hicks. "Her many years of industry experience are sure to be an asset to the association."



"It's an exciting time to get involved with the MCA board," Turner comments. "I look forward to helping the association's cause of advocating for our region's wash operators and their customers." In addition to 24 years at Belanger, Inc., Turner is a lifelong Michigan resident and graduate of Central Michigan University with a B.A.A. in journalism. She is a familiar face at industry trade shows, and an avid car wash customer.

Coupons and Carwashes

A Good Idea or Not?

By Joe Cramer

www.j-scarcare.com

Over the past couple of years a phenomenon has developed regarding the sale of coupons. In the past you found coupons printed in the newspapers, on box tops, inside packages, or they came in the mail. They were free to the consumer and offered discounts with no middle man. I am still a fan of free coupons. However, with the onset of extremely popular web site, coupons are now for sale. As a business man I am not in favor of coupons when it comes to businesses like ours for one reason: labor costs. Unlike a product that can be produced time and time again, once labor is expended it can never be replaced. Putting ourselves in a position of losing money on something we can never replace does not make good business sense to me.

Let me give you an example of what I mean:

You offer a coupon to the site visitors for a specific service; say worth \$200, at a huge discount of 50% off. That brings the selling price down to \$100 for the service. So far, so good. Who wouldn't buy a service they want and need for 50% off? You can probably absorb a loss on a few of those offers if it means gaining new customers in the process. However, the problem that arises out of this situation is that the site ends up receiving only half of the selling price of the service. In this example that means the site is only receiving \$50 for performing the service. Yes, that's right, \$50 to cover the costs of a \$200 service. A loss of 75% of the retail price. That's real money folks.

In addition there is another, hidden, cost many of us don't think about. This lies in the space that the coupon holder is taking by being serviced. If a 75% loss vehicle takes up the space of an otherwise profitable vehicle it is double or triple the loss. These percentages remain true regardless of the numbers you use. Low price, high volume; high price, low volume. Losing money is not what business is all about. That is my take on coupon web sites. I have been in business for over 50 years, and I haven't accomplished that by giving away any services for 25% or more of the retail value. Of course,

my business consists primarily of labor intensive detailing services. Automated car washes may be able to absorb these losses, at least for the short term. If it works for you, go for it.

This is my own opinion based upon my experience. Our association newsletters, magazines and other media offer excellent, albeit differing, opinions. Not everyone will agree with me. This is simply food for thought towards your success. Any idea that works towards being profitable and expanding our clientele is an excellent idea. I suggest wholeheartedly that you maintain a regular awareness of all the ideas available. By the end of the day, we all like to make a buck or two, don't we?

Joe Cramer started washing and detailing vehicles in 1954. It's been quite a ride so far and it's not over yet. Joe feels offering your own coupons on your web site makes more sense.

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Automatic Tire Shiners: The Future is Now

By Marcus McLaughlin
Belanger, Inc.

Tire Shining: Lucrative Because it's Popular

For car wash customers, wheel and tire appearance is hugely important. Specifically, shiny black tires are a 'hot button' for many consumers – a service they will gladly pay a premium for. That's why savvy car wash operators have offered tire shining for years. Typically priced at \$2 to \$3, this 'extra service' often sells to 30 percent or more of customers, depending on application quality and how well it's marketed.

Year 2000: 'Flat Pad' Shiners Sought to Save Labor

Around the turn of the millennium, operators began to show interest in automating the service, removing the labor cost by mechanizing the application of tire dressing. The first commonly adopted tire shine machines used a simple 'flat pad' design that pressed a flat foam applicator against the tires as they rolled past. Imitating pump-fed hand applicators, these units injected chemical into the pad from the rear.

Experience Reveals 'Flat Pad' Limitations

Although these units worked 'well enough' to prove the merits of automating the service, experience showed the limitations of the flat-pad design. Excess chemical built up in the stationary applicators, and gravity pulled the chemical to the bottom, where it dripped onto bay floors. The flat pads couldn't conform to every sidewall, and tended to shine the 'bulge' only, sometimes missing the inside and outside edges.

2008: 'Independent Roller' Shiners Introduced

In 2008, a new type of tire shine machines debuted that addressed these issues. This newer design uses 15 dense foam applicator rollers per side that rotate independently in response to the moving sidewall, delivering a true 'rim to tread' shine. In addition, the applicator rollers rotate one-quarter turn in unison at a user-defined interval, keeping tire dressing in the applicators, and off the bay floor, walls and vehicles.

Chemical Savings Now the 'Big Benefit'

Because these 'independent roller' tire shiners use a

'cascade' manifold to supply dressing from above, then cycle the applicators to hold the chemical in, they use half the dressing of the older 'flat pad' designs – as little as one ounce per vehicle. The result? Tunnel operators with average wash volumes and tire shine sales rates can see these newer machines pay for themselves in as little as three to four months.



A tire as it passes through the Independent Roller system.



A closeup view of the applicator rollers.

Best New Shiners 'Better Than Hand-Applied'

Automatic tire shiners were originally considered a necessary 'compromise' – not as good as hand-applied, but faster and cheaper to provide. By contrast, today's 'independent roller' units deliver on the true promises of automation – more consistent application, faster throughput and lower chemical use than any employee.

That's why these newer shiners are perfect for express and full-service operations alike.

Want to Outshine the Competition? Get a Better Shiner!

Simply put, there's never been a better time to upgrade from an old tire shiner – or make the switch from hand shining tires. That's because a truly modern tire shine machine can easily deliver the fastest payback of any component in your tunnel. Operators who choose these newer shiners are enjoying a durable bottom-line improvement – while their competitors are turning positively green with envy!



Marcus McLaughlin is a member of the marketing team at Belanger, Inc., and was formerly marketing of one of Michigan's largest car wash chains.

Introducing GCSI Association Services

It is our pleasure to write to you as the new administrators working for the Midwest Carwash Association. We at Governmental Consultant Services Inc. – Association Services (GCSIAS) have been engaged to assist the Directors with their myriad responsibilities, including support for trade events, publications, and financial planning.

As the newest members of the MCA team, we bring many years of experience in Association management. We look forward now to focusing on assisting your Officers and Directors in maintaining MCA as a premier trade association.

Theresa Lark
Co-Director

Tara Paksi
Co-Director

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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 your 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 both 2011 and 2012. 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

Judy Dunn

Regional Account Representative



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BILL BOAL MEMORIAL GOLF OUTING

Tuesday, June 12, 2012 | The Jackal Golf Club

Ready, Set, Scramble!

Schedule...

8:30 am
Registration & Continental Breakfast

9:30 am
Shotgun Start

11:00 am - 1:00 pm
Lunch at the turn

3:00 pm
Dinner

Contests...

Prizes awarded for:
First Place
Longest Drive
Closest to the Pin

Location...

The Jackal Golf Club at Mt. Brighton
4141 Bauer Road
Brighton, MI 48116
810.229.9581 ext. 231

2012 Sponsorship Opportunities

- Eagle \$500
Includes: Foursome, Tee Sign with sponsor's name at one "game hole", your choice: longest drive, closest to the pin, longest putt.
- Dinner \$375 (two available)
- Beverage Carts \$300 (two available)
Each player will receive a drink ticket with your company name or logo redeemable for one beer or soda.
- Golf Carts \$250 (*Signage on each cart*)
- Lunch \$150 (two available)
- Breakfast \$100 (two available)
- Tee \$75

All sponsors will receive recognition at the Golf Outing and in the Finish Line.

Member (Single) \$80

Non-Member (Single) \$95

Member (Foursome) \$320

Non-Member (Foursome) \$380

\$80 Player package includes: continental breakfast, golf, cart, lunch and dinner

Dinner only: \$40

Team Captain _____

Company _____

Address _____

City, State Zip _____

Email _____

Player #2 _____

Company _____

Player #3 _____

Company _____

Player #4 _____

Company _____

Please check all that apply:

- | | | |
|---|-------------------------------------|--|
| <input type="checkbox"/> Eagle | <input type="checkbox"/> Golf Carts | <input type="checkbox"/> Tee |
| <input type="checkbox"/> Dinner | <input type="checkbox"/> Lunch | <input type="checkbox"/> Individual Golfer |
| <input type="checkbox"/> Beverage Carts | <input type="checkbox"/> Breakfast | <input type="checkbox"/> Foursome |

Method of Payment: Credit Card Check Enclosed

Credit Card Number _____

Expiration Date _____ Amount \$ _____

Signature _____

The MCA office must receive this form no later than Monday, June 4th.

Mail this form to:

MCA - Tara Paksi
120 N. Washington Square, Suite 110A
Lansing, MI 48933

Or fax to: 517.484.0140

Questions: Call Tara Paksi at 517.371.2223 or paksi.t@gcsionline.com

MCA IS ALWAYS WORKING TO PROVIDE MEMBERS WITH QUALITY PRODUCTS THAT WILL HELP YOU SAVE MONEY!

PLEASE TAKE ADVANTAGE OF THESE MEMBER SERVICES:

MEMBER SERVICES

SELF-INSURED WORKERS' COMP FUND Worker's Compensation coverage that returns money back! The MCA endorses the Michigan Cleaning Fund which is a member-owned workers' compensation program available to all Michigan members. This self-insured program saves participant's money by providing competitive up front pricing, profit returns averaging 49% of a member's premium along with safety & loss control resources to further reduce a member's cost. For more information contact Dawn Feldpausch at 800.686.6640 or www.MICleaningFund.org.

UNEMPLOYMENT CLAIM AND TAX AUDITS 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. If you are interested in winning more cases and reducing your tax rates, contact Kent Downey at (248) 926- 8900

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 80 booths and bulk areas exhibit! The 2012 MCA Expo will be held again at the Showplace Collection Showplace (formerly Rock Financial Showplace) in Novi, MI. Expo dates are Jan. 31-Feb. 2, 2012.

MCA ANNUAL GOLF OUTING MCA will hold our annual golf outing June 12, 2012 at The Jackal Golf Club in Brighton, MI. 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.

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. For an enrollment form, call Sarah Hoffman, 800-693-9900 ext. 477 or sarah.hoffman@staples.com.

PROPERTY CASUALTY INSURANCE Look no further than MCA for all your insurance needs. The Campbell Group, a MCA member is always ready to help. Founded in 1968, The Campbell Group has become one of the largest independent insurance agencies in the Midwest, with 100+ staff. Car Wash Program Highlights: over 200 insured car wash locations, "A" rated insurance companies and 15-20% savings are a few. Contact Shane Anderson at toll free 1-800-748-0351, ext. 357, direct at 616-541-1357 or email sanderson@thecampbellgrp.com.



MIDWEST CARWASH ASSOCIATION

2012 Associate Membership Form

120 N. Washington Square, Suite 110A
Lansing, MI 48933
Phone: 1-517-371-2223
Fax: 1-517-371-1170
Web: www.midwestcarwash.com

COMPANY NAME

CONTACT PERSON

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL ADDRESS

Operator Members: Please provide a brief description of your company's type and size of operation.

\$150 Annual Membership Dues (Membership Year Runs January 1st - December 31st.)

*** 2012 member benefits effective immediately.*

Y / N - Option to go completely paperless. Receive all Newsletters and forms via email.

Y / N - Would you like information on becoming a Board Member?

Payment Information

VISA MasterCard Discover Check # _____

Card Number: _____

Exp: _____ Amount: _____

Signature: _____

Mail to: Midwest Carwash Association

120 N. Washington Square, Suite 110A
Lansing, MI 48933

Phone: 1-517-371-2223 Fax: 1-517-371-1170

Web: www.midwestcarwash.com

Questions?

Contact Tara Paksi @ paksi.t@gcsionline.com

Building a car wash customers will Choose ... **Choosing the right manufacturer can make the difference.**

Build The Wash They've Been Waiting For – They'll Line Up For It

To attract customers and keep them coming back, your wash must appeal to their senses – and sense of value. That means delivering a pleasant experience and reliably clean car – every time. So over 43 years of manufacturing, Belanger has earned more than 100 patents for car washing innovations (with over 30 more pending), each raising the expectations of car wash owners and customers. *The question is, whose equipment would your customers choose?*



Get The Broadest Equipment Line ... And The Industry's Widest Support

When it comes to stability, the proof is in the portfolio. And Belanger makes 10 different wash systems – more than any other manufacturer. As a true manufacturer, we make nearly all components starting with raw materials – and support Belanger-made parts with lifetime availability. Because that commitment starts right now, we also offer 24/7 factory tech support and a network of over 100 trained distributors equipped with the right parts and know-how to keep your wash running smoothly. *Our systems and equipment include:*

- Signature® Series premium tunnel line
- Mix-N-Match™ standard tunnel line
- Saber® & Kondor™ touchless in-bays
- FreeStyler® soft-touch in-bay
- Insta-KLEEN™ drive-thru fleet wash
- V-Max® Touchless Large Vehicle Wash
- Drive-Thru Large Vehicle Washes
- DuraTrans® XD conveyor
- QuickFire® wraps
- AirBlade® horizontal-surface dryer
- DuraShiner® tunnel and in-bay tire shiners
- Chameleon® arch series

Access Over 100 Distributors – The World's Largest Network

Belanger's product line, longevity and unmatched support have attracted the world's largest network of distributors. Today, more than 100 independently owned distributors provide advice, installations, ongoing maintenance and continuous feedback to Belanger. Wash owners who engage this network get stellar support – *and ultimate confidence, too.*



To learn more about Belanger equipment
or becoming a Belanger distributor,
call 866-488-6635
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