

# Finish Line

QUARTERLY PUBLICATION OF THE MIDWEST CARWASH ASSOCIATION

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Phone: 800-610-4512  
Email: [walilko.h@gcsionline.com](mailto:walilko.h@gcsionline.com)  
[www.midwestcarwash.com](http://www.midwestcarwash.com)  
120 N. Washington Square  
Suite 110A  
Lansing, MI 48933

**MCA**  
MIDWEST CARWASH ASSOCIATION

# MIDWEST CARWASH ASSOCIATION

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Midwest Carwash Association  
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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

## What Business Are You Really In?

When it comes to running a car wash many owners think they are in the business of making money. This is not true. The only people who really make money are the ones who work in the US Treasury Department. You and I have to earn our money and it comes from serving our car wash clients.

The question we must ask ourselves is why do people take their cars to a professional car wash? The answer my car wash team and I have come up with is that they want to feel good about the vehicle they drive. So really, we believe we are in the “feel good” business. A person’s self esteem goes up when they drive a clean, shiny vehicle. Think about it, today most automobiles, crossovers and trucks are costly. It only makes sense that after a person invests all that money into buying or leasing such a vehicle, they want it to look good. If they look good, other people notice, but most importantly, the person driving the vehicle notices it.

The more you think about this topic of being in the “feel good” business, the more it makes sense to look at other ways you can build on the experience of helping a person feel ecstatic when they bring their precious vehicle into your car wash facility.

The way your salesperson or cashier looks them in the eye and greets them makes an impact on how that person feels about themselves and your car wash operation. How your other personnel greet and treat them is all part of the cycle of service they experience when coming through your car wash facility. If you are a full service operation, how does your lobby look? Is it neat and organized? Does it smell good? Are the chairs comfortable?

The bottom line is that all of these factors need to add up to a good experience. If it is an absolutely amazing experience the customer will not only like it, but they will look forward to coming back and enjoying the feeling they get when they see their car roll off the line or when they drive away in their sparkling clean vehicle.

I encourage you to hold a meeting with your team and discuss some of the ways everyone in your operation can play a role in making your customers feel good about having their vehicle serviced by your car wash team. You will be glad you did and so will your customers.

~ Paul

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734-422-7850 [dhourigan@ccunderwriters.com](mailto:dhourigan@ccunderwriters.com)**



# MCA Members Corner



## MCA Members Win in Lansing, MI's Top of the Town Awards!

Two MCA Members finished in the final three for the 2014 Top of the Town Award for Best Car Wash/Detailing. The **Kwik Car Wash** in Lansing, MI was awarded first place and **Soapy Joes** of Grand Ledge, MI took third. Congratulations!

The Top of the Town Awards are given out annually by City Pulse/WLNS. Awards are given for a number of entertainment and service categories and winners are selected based on popular vote.

## MacNeil Wash Systems Announces New Southeast Regional Sales Manager

**Matt Nall to Spearhead Southeast U.S. Sales**



Matt Nall

**M**acNeil Wash Systems, a leader in conveyor car wash engineering now supported by its parent company Ryko Solutions, the largest manufacturer of car wash systems in the world, has announced that Matt Nall has joined its sales team as Southeastern U.S. Regional Sales Manager where he will be responsible for supporting MacNeil's distributor and sales network.

Nall has an extensive background in the car wash industry that spans over 12 years, and includes distributor channel and sales management with companies such as CSI and ZEP. "Matt's diverse knowledge of the car wash industry, relationships within the region and familiarity with our distributor network make him a tremendous asset to our organization," said Anthony Antonis, vice president of sales for MacNeil. "Matt's hiring is a testament to MacNeil's commitment to investing in talented individuals to grow market share and delivering value for our distributors and end.

Nall said, "I couldn't be more excited about this opportunity. MacNeil is known for making the highest quality tunnel equipment in the industry coupled with the strongest distributor network and corporate support. These resources not only will help continue to grow sales, but more importantly, will allow us to help our customers run more profitable businesses."

About MacNeil Wash Systems, a Ryko Solutions Company: For over 30 years, MacNeil Wash Systems has provided superior car wash equipment to the tunnel car wash industry, automotive dealers, fleet and rental markets. Our turnkey systems, profit-boosting add-ons and cost-effective retrofits have been the envy of the industry, delivering a consistently superior clean with lower maintenance, higher throughput and greater revenue opportunity. Today, MacNeil equipment is more profitable than ever. Put us to the test.

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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**Questions:** Call Hillary  
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 Player #3 \_\_\_\_\_  
 Company \_\_\_\_\_  
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Total Sponsorships \$ \_\_\_\_\_  
 Total Golf \$ \_\_\_\_\_  
 Total \$ \_\_\_\_\_

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*The MCA office must receive this form no later than Monday, June 16th.*

Mail this form to: Midwest Carwash Association  
 120 N. Washington Square, Suite 110A  
 Lansing, MI 48933  
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# EXPO 2014



**THANK YOU** to those who attended MCA's 2014 Expo in Sterling Heights, Michigan. We had an excellent line-up of exhibitors, educational sessions and networking opportunities.

The show kicked off on May 6th with John Lai, CEO of Mister Car Wash, the largest chain in the United States, speaking on how Mister Car Wash has gotten where they are today. Tuesday afternoon, Dave Richards, VP CryptoPay, spoke on how to set up wire-less credit card acceptors at your business. In between sessions, attendees met with exhibitors on the show floor to view the many new products they had to offer.

The first show day finished with the MCA's Annual Dinner and Awards Reception. Over 60 vendors and operators attended a fantastic dinner. MCA's 2014 Awards were presented to Jon's Auto Wash, John Harkins and Al Hauser of Superior Shine Car Wash.

The second show day began with a talk by Belanger's Marcus McLaughlin on making the most of your site. Educational sessions concluded in the afternoon with Rob Davis, from Vaughan Industries speaking on conveyor maintenance.

We want to again thank everyone who participated in the 2014 Expo, and we hope you are looking forward to next year!

**THANK YOU SPONSORS!**

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MAY 6 & 7, 2014

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- Coleman Hanna Carwash Systems
- Cul-Mac Industries
- D & S Carwash Equip. Co.
- Diamond Shine, Inc.
- Dixmor
- DRB Systems, Inc.
- ECP, Inc.
- Erie Brush & Mfg. Corp.
- Gallop Brush Company
- General Pump
- Genesys Technologies/CryptoPay
- Hamilton Mfg. Corp.
- Harrell's Car Wash Systems
- Hotsy - Central Cleaning Systems
- Huron Valley Sales, Inc.
- Innovative Control Systems Inc.
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- MacNeil Wash Systems
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- VaporBlast by VaporLux
- Vaughan Industries
- Warsaw Chemical Co., Inc.
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# EXPO 2014

## MCA AWARD WINNERS 2014

### Carwash of the Year Award Jon's Auto Wash - John L. Harkins



### MCA Hall of Fame Award Al Hauser - Superior Shine Car Wash



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# Cleaning You Softly: The Gentle Side of Automated Car Washes

By Del Williams

*How today's car washes are going the extra mile to ensure vehicles are properly and safely cleaned*

The Holy Grail of the car wash industry has long been to deliver the cleanest possible vehicles to demanding customers in the gentlest, fastest, most profitable way. Touchless washes, one recent attempt to achieve that aim, have produced mixed results. Now car wash supply manufacturers are offering a variety of softer, more efficient brush, cloth, and foam options that make reaching this Holy Grail much more achievable for car wash owners.

While automated car washes have long relied on brushes and cloths, the industry moved toward "touchless" washes years ago for customers suspicious of anything "harsh" touching their vehicles.

Since then, in-bay "touchless" washes – with automatic machines that roll over vehicles spraying treated, high-pressure, high-temperature water mixed with various chemicals – have taken their place in the industry. While "touchless" washes are common today, traditional tunnel washes with their conveyors that move vehicles through fixed cleaning equipment remain popular.

Though "touchless" washes have earned praise for convenience, a lack of physical contact with the vehicle has not always been sufficient to remove layers of dirt or grime. Now in-bay washes are taking a page from the

top tunnel washes to add gentle friction for a faster, more effective, less costly process.

## **We all need a gentle touch**

Despite the fact that "touchless" washes use treated, high-pressure, high-temperature water mixed with chemicals, a thin layer of dirt or a filmy residue of road debris can still cling to the vehicle after a wash.

"You need some gentle friction to get the residue off," says David Smith, owner of two locations of Smith Brother's Car Wash in Nashville, Tenn. "Sometimes, even after a wash you can rub your finger down a car and there's residue or grime. That filmy residue can stick even tighter after a rain."

The per vehicle cost of "touchless" washing can also rise once the total cost of water treating, heating, pressurizing, as well as soaps and chemical costs are calculated. Plus touchless washes require some extra time for the soap and chemicals to soak in, known as dwell time, which slows the rate of car washing.

Given these added costs, Smith estimates that it can cost about 25 to 50 percent more to wash each car via a touchless method than with gentle friction.

In each of his tunnel car washes, Smith chooses to use eight rotating cloth-fill wraparound brushes, two curtains



of soft cloth hangdowns, and one set of wheel brushes from long time industry brush and detailing supplier Erie Brush Manufacturing.

Car wash supply manufacturers like Erie are now offering the car wash industry a variety of softer, more efficient options for vehicle cleaning from softer cloths, foams, and brushes to specially designed wheel cleaners.

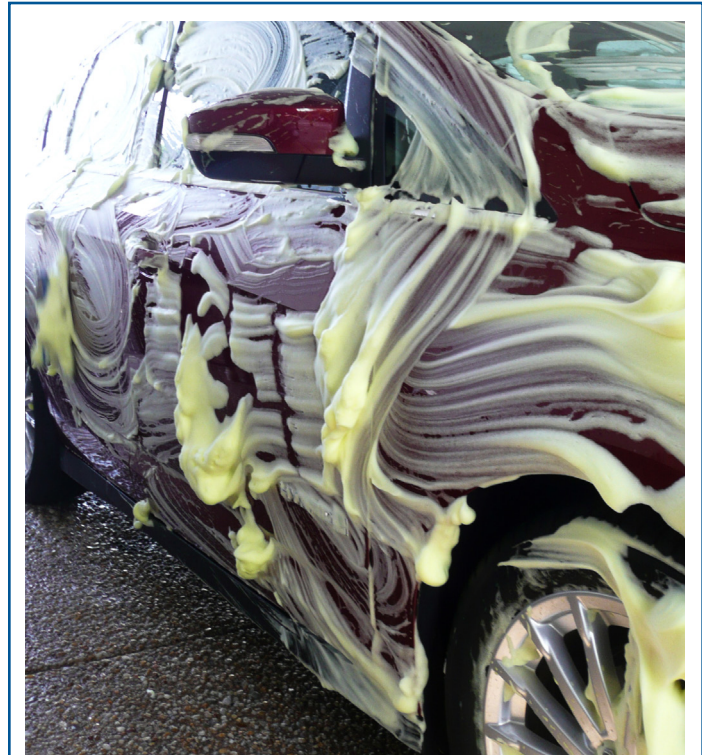
The company, for instance, offers soft, fleecy cashmere cloth materials to safely clean vehicle surfaces for use with wraps, curtains, and other applications. It offers gentle foam and hog's hair brush materials for a variety of equipment. Hog's hair is very soft and gentle. Since the hairs are tapered, they are much softer at the tips for gentle washing, yet retain stiffness for washing up close if scrubbing is needed.

"The gentle friction with softer Erie cloths breaks up the dirt faster and gets rid of the film," says Smith. "It polishes the cars too, leaving them cleaner and shinier."

For gentle yet thorough cleaning of wheels and tires, Smith uses the company's Wheel Wonder® automated brush, which he says cleans vehicles' larger diameter wheels better with its gradually varied bristle length. The choice of materials from gentle foam and cloth to polypropylene and polyethylene can provide the right balance of softness to aggressiveness for such cleaning.

Smith feels he's going the extra mile when cleaning customers' vehicles with enough gentle friction to ensure that their vehicles are safely and properly cleaned. But such a strategy also has the benefit of getting more cars through the wash more quickly and cost effectively than a touchless process.

Since touchless washes require more water treating, heating, pressure, chemicals, and dwell time than conventional washes, it is not surprising that many are turning to gentle friction add-on or replacement equipment to cost-effectively break up dirt and speed their process.

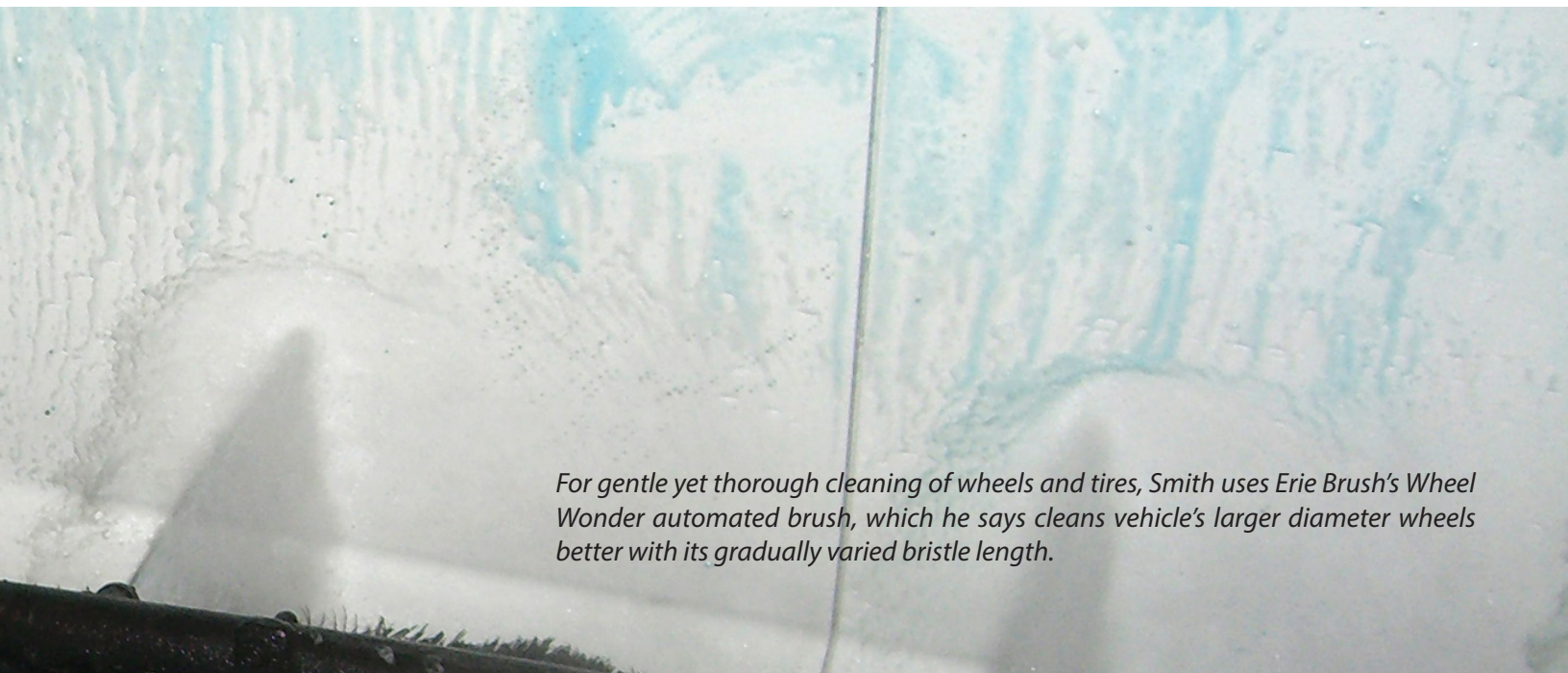


*Since "touchless" washes require more water treating, heating, pressure, chemicals, and dwell time than conventional washes, many car wash owners are turning to gentle friction add-on or replacement equipment to cost-effectively break up dirt and speed their process.*

"With more car owners looking for cleaner cars, it makes sense for more car wash owners, particularly in-bays, to add gentle friction to their process," concludes Smith.

Finally, with softer, more efficient brush and material options at their disposal, car wash owners can clean their customers' vehicles more softly than ever, while cleaning up all the way to the bank.

*Del Williams is a technical writer based in Torrance, California.*



*For gentle yet thorough cleaning of wheels and tires, Smith uses Erie Brush's Wheel Wonder automated brush, which he says cleans vehicle's larger diameter wheels better with its gradually varied bristle length.*

# Don't miss anything the MCA has to offer..

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### MIDWEST CARWASH ASSOCIATION 2014 Associate Membership Form

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Business Type (*check all that apply*)

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**QUESTIONS?**  
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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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