

Finish Line

QUARTERLY PUBLICATION OF THE MIDWEST CARWASH ASSOCIATION

FOURTH QUARTER 2012 | VOLUME 83

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EXPO 2013
SHERATON HOTEL
NOVI, MICHIGAN
SPECIAL COVERAGE ON PAGE 4

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Website: www.midwestcarwash.com

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



**Save the dates: MCA EXPO,
February 4-6th, 2013.**

I am pleased to report that we have some exciting changes in the works for our 2013 MCA EXPO. First among these is a new location: the Novi Sheraton Hotel and Conference Center.

Inspired by the new venue, we have also reinvented our program. In 2013, we will improve networking opportunities by hosting a welcome reception for exhibitors on the show floor; our meeting breaks and breakfasts will also be held on the show floor.

The Board is expanding learning opportunities, as well, with educational seminars on key issues affecting you and your business. We will also feature our first Awards Reception at dinner on Tuesday, February 5th.

The Novi Sheraton has ample overnight accommodations for those who need them. Additional information, sponsorship opportunities and registration materials appear on pages 4-7 of this issue.

Booth space is limited, so register soon for the best selection. While you're at it, register for our sponsorship opportunities... they are going fast!

The MCA Board of Directors thanks all of our operators and vendors for giving us the opportunity to explore this new location. We look forward to seeing you there!

Judy Dunn
Regional Account Representative



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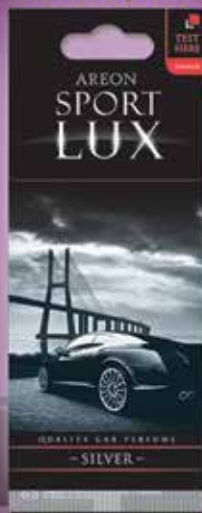
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JOIN US for the 2013 Midwest Carwash Association Expo! This year we have a new location, the Sheraton Hotel & Conference Center in Novi, Michigan. Everything is under one roof for your customers: educational sessions, exhibits, receptions and more. Promote your products at the largest carwash show in the Midwest. Consider a sponsorship to make yourself even more visible. Space is limited so register today!

SHOW SCHEDULE

MONDAY, FEBRUARY 4TH

- 5:00 PM - 11:00 PM Exhibitor Set-Up
6:00 PM - 7:00 PM Exhibitor Reception

TUESDAY, FEBRUARY 5TH

- 8:00 AM - 9:30 AM Registration Open
9:30 AM - 10:15 AM MIOSHA Safety & Employer Training
10:30 AM - 11:15 AM Health Care Reform
12:00 PM - 5:00 PM Trade Show Expo Open
5:00 PM - 8:30 PM Awards Reception and Dinner

WEDNESDAY, FEBRUARY 6TH

- 7:00 AM - 8:30 AM Registration Open
7:45 AM - 8:30 AM Conveyor Maintenance
8:45 AM - 9:30 AM Earning More Profit On Every Car – The Keys To Higher Tickets
10:00 AM - 3:00 PM Trade Show Expo Open
3:00 PM - 7:00 PM Exhibitor Tear Down

HOTEL INFORMATION

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For Reservations call:
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Reserve a room by January 22nd, 2013 to receive the discounted rate of \$109 per night. Mention **Midwest Carwash Association** when making your reservation.

WELCOME RECEPTION

Exhibitors - Join us Monday evening in the Ballroom for refreshments and light snacks as you complete your booth set-up.

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 exhibitor and operator registration forms.

EDUCATIONAL SESSIONS

New this year are a great line-up of educational sessions that will benefit operators in all areas of the carwash industry.

MIOSHA Safety & Employer Training

Are you wondering if your wash conforms to MIOSHA standards? A MIOSHA representative will present on workplace safety and valuable training for all employers.

Health Care Reform

Are you concerned what Health Care Reform means for your business and employees? You will definitely want to attend this session given by insurance and legal representatives to help you navigate the changes.

Conveyor Maintenance

Does your conveyor system frequently need repairs? Attend this morning session on maintaining your system quickly and efficiently.

Earning More Profit on Every Car - The Key to Higher Tickets

Want to make more money washing cars? In this session we'll examine 'tried and true' methods for driving higher ticket averages, even for those with a limited budget or a small amount of bay space for improvements.

SPONSORSHIP OPPORTUNITIES

AWARDS RECEPTION \$1,000

Sponsorship includes signage at event, recognition in event program, in the post-event issue of the Finish Line, and on the MCA website.

THANK YOU BELANGER!

TUESDAY BREAKFAST \$400

Sponsorship includes event signage, recognition in event program, in the post-event issue of the Finish Line, and on the MCA website.

THANK YOU ROWLEYS WHOLESALE!

WEDNESDAY BREAKFAST \$400

Sponsorship includes event signage, recognition in event program, in the post-event issue of the Finish Line, and on the MCA website.

COFFEE BREAK \$200 (two available)

Sponsorship includes event signage, recognition in event program, in the post-event issue of the Finish Line, and on the MCA website.

EDUCATIONAL SESSION \$500 (4 available)

Sponsorship includes signage at the session, recognition in event program, in the post-event issue of the Finish Line, and on the MCA website.

SHOW PROGRAM \$750

Sponsorship includes your company logo on the program cover, full-page ad in the program booklet, recognition in the post-event issue of the Finish Line, and on the MCA website.

TOTE BAG SPONSOR \$800

Sponsorship includes your company logo on tote bags handed out to all attendees, an insert in all tote bags, plus recognition in the event program, in the post-event issue of the Finish Line, and on the MCA website.

TOTE BAG INSERTS \$200

Sponsorship includes promotional literature/ small items (provided by sponsor) in tote bags given to all attendees.

LANYARD SPONSOR \$600

Sponsorship includes your company name or logo on our name badge neck cords.

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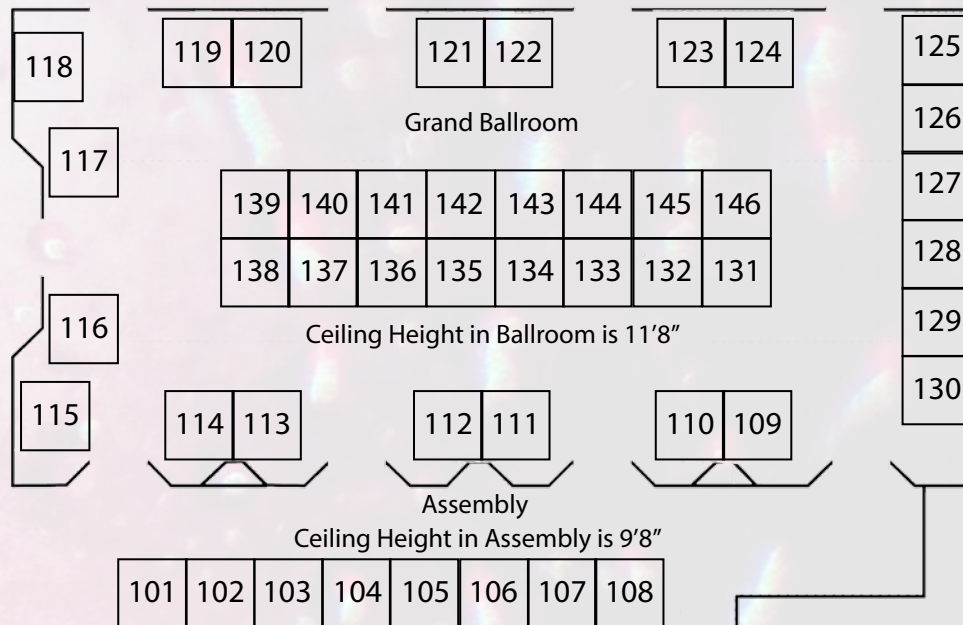
SHOW PROGRAM ADVERTISING

FULL PAGE \$350

HALF PAGE \$200

FLOOR PLAN

Please visit www.midwestcarwash.com for the latest booth availability.



Note: Based on the location of the loading doors, **Booths 127 and 128** will set-up the morning of February 5th.



EXPO 2013

FEBRUARY 4 -6 | SHERATON HOTEL & CONFERENCE CENTER | NOVI, MICHIGAN

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone _____ Fax _____

Email _____

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SPONSORSHIPS AND PROMOTIONAL OPPORTUNITIES

- Awards Reception Sponsorship - \$1,000 **SOLD**
- Breakfast Sponsor - \$400 **SOLD**
- Breakfast Sponsor - \$400
- Coffee Sponsor - \$200
- Educational Session Sponsorship - \$500
- Show Program - \$750
- Tote Bag Sponsor - \$800
- Tote Bag Insert - \$200
- Lanyard Sponsor - \$600 **SOLD**

Show Program Advertising

- Full Page - \$350
- Half Page - \$200

EXHIBIT BOOTH REGISTRATION

Each 10' x 10' booth includes 8-foot draped background, 3-foot high draped side rails, one 6' x 30" skirted table, two folding chairs, one booth ID sign, and one wastebasket. Also included in the package are 4 complimentary badges per booth for pre-registered employees and digital show floor expo tickets for you to distribute to your current or potential customers.

BOOTH PRICES ARE BASED ON MCA MEMBER PRICING - NON-MEMBERS ADD \$150 PER BOOTH.

Booth Number(s) Requested: _____

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Booth Area 10' x 10' _____ Booths @ \$800 each \$ _____

2013 MCA Membership Fee \$ 150.00

MCA Awards Reception _____ @ \$58.00 per person \$ _____

Sponsorships/Promotional Opportunities \$ _____

Total Remitted \$ _____

EXHIBITOR SIGNATURE REQUIRED _____

Your signature confirms that the information you have provided is correct and that you have agreed to the rules and regulations pertaining to the MCA Expo 2013.

PAYMENT METHOD

Check payable to MCA Check # _____ VISA MasterCard Discover

Credit Card Number: _____ Expiration: _____ Code: _____

Name: _____ Signature: _____

MAIL FORM AND PAYMENT TO : Midwest Carwash Association
120 N. Washington Square
Suite 110A
Lansing, MI 48933
Or Fax to 517.371.1170

For complete exhibitor rules and regulations please visit www.midwestcarwash.com or contact Hillary Walilko at 1.800.610.4512 or walilko.h@gcsionline.com.



EXPO 2013

FEBRUARY 4 -6 | SHERATON HOTEL & CONFERENCE CENTER | NOVI, MICHIGAN

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Company Name _____ Member Non-Member

Business _____

Business Type (check all that apply) Conveyor Convenient Store Detail Shop Distributor In-Bay Automatic
 Manufacturer Oil-Lube Self-Serve Supplier Other

Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone _____ Fax _____

Email _____

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

	EVENT	TIME	MEMBER		NON-MEMBER	NUMBER ATTENDING	SUB-TOTAL
			PRE-REG	AT DOOR			
TUES FEB 5TH	Education Session 1	9:30 - 10:15 am	\$25	\$30	\$35		
	Education Session 2	10:30 - 11:15 am					
	Expo Show Floor	12:00 - 5:00 pm					
	Awards Reception & Dinner	5:00 - 6:30 pm	\$58		\$58		
WED FEB 6TH	Education Session 1	7:45 - 8:30 am	\$25	\$30	\$35		
	Education Session 2	8:45 - 9:30 am					
	Expo Show Floor	10:00 am - 3:00 pm					
Both Show Days			\$40		\$60		
2013 Midwest Carwash Association Membership			\$150				
						TOTAL	_____

PAYMENT METHOD

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Credit Card Number: _____ Expiration: _____ Code: _____

Name: _____ Signature: _____

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 Lansing, MI 48933
 Or Fax to 517.371.1170

QUESTIONS?

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

7 Mistakes That Can Sink a New Carwash

The Most Costly Pitfalls New Investors Should Know...and Avoid

By Marcus McLaughlin

Whether you're just getting into the carwash business, or looking to stay in it profitably, the path you choose for acquiring advice, equipment, and on-going support can have a huge impact on your success. Generally, you can get into the business three ways — by working directly with a manufacturer, depending on third-party consultants, or relying on a local distributor teamed with a supportive manufacturer.

While each of these paths has produced notable success stories, the local distributor working with a strong manufacturer offers operators the most relevant advice and accessible support. Operators who choose such a distributor benefit from the distributor's proximity and fast response times, experience, marketing expertise, staffing, parts inventory, local ties and the operational simplicity that comes from the distributor working closely with the manufacturer.

Following are seven common mistakes carwash operators make when establishing a new location.

1. Buying Manufacturer-Direct To 'Save Money'

While large operators with multiple carwash sites may have the infrastructure and personnel to successfully work directly with an equipment manufacturer, the arrangement is not ideal for most retail carwash operators. And while it may be possible for an individual operator to shave a few percentage points off an equipment purchase by buying direct, it's rarely worth giving up the distributor's support after the sale. As well, new operators are often pleasantly surprised at how price-competitive distributors are on equipment sales.

2. Thinking All Equipment's The Same

No one can succeed in this business without access to equipment that cleans well, runs reliably and appeals to carwash customers. The truth is, only a committed manufacturer can provide the innovative products, quality design and construction, and after-sale support to enable positive outcomes in the wash bay ... and a committed distributor has the 'street smarts' and manufacturer connections to make it happen.

Since you want to make your living with this equipment, consider its cleaning ability, uptime potential, ease of maintenance, and simplicity of support, as well as price.

In other words, think about what the equipment costs to own, rather than just what it costs to buy.

3. Relying Solely Upon Consultants

Instead of distributors, operators can choose to work with consultants who offer to advise them on getting into the business. They charge the customer for the advice as well as any equipment that is sold. Of course, every distributor and manufacturer is motivated by a similar self interest — recommending what they sell. The difference is, the distributor and manufacturer have formed a durable relationship that provides the operator with a level of support the third-party consultant can't begin to match. What's more, the manufacturer's distributor network means they can offer continuity of support to the operator through many capable distributor companies — both now and far into the future.

These local distributors aren't just conveniently close; they're connected to the community. By contrast, the consultant is often located hundreds of miles away from the operator's market. How could such an advisor possibly be 'in touch' with the preferences of local consumers?

4. Paying Too Much For Information

Truly great advice is often worth paying for ... but 'advice with a price' also carries a cost for the operator. Consultants typically charge up-front for any advice given, since they usually cannot earn on-going chemical, service and maintenance business. These consulting fees can drain funds the operator could put to use buying the best piece of property, building the best building, purchasing the equipment itself or sustaining a healthy cash flow position.

On the other hand, the distributor is in a great position to advise carwash operators on the items that will most impact their success — such as site evaluation, business models, permitting, construction, marketing and signage, staffing, chemistry — and of course, equipment selection. The distributor has the ultimate stake in the operator's success, as he looks to ensure a mutually profitable long-term relationship.

5. Building a Hodge-Podge Carwash

Many times, the consultants recommend multiple brands of equipment in the same wash bay, because it helps them maintain the appearance of objectivity. Unfortunately,

operators who build these washes must deal with multiple manufacturers to resolve any issues, which can be frustrating, expensive and time-consuming when downtime drags on because the vendors are pointing fingers at each other.

All the while, distributors understand the value of installing and operating a well-integrated carwash system, especially in a brand-new bay. When the distributor does use components from different manufacturers, he or she brings the hands-on field experience to ensure that everything works together as planned for sustained profitability.

6. Not Having A 'Go To' Support Team

When you need service or other attention from the manufacturer, a well-established distributor will take ownership of the situation — he has the knowledge, parts access and manufacturer support to get you back in business quickly.

If you choose to work without a distributor, you may find yourself going it alone or find yourself trying to contact your consultant who may not be able to help when you need it most. It can also be very difficult to identify a solution when the competing manufacturers may be

placing blame elsewhere, none of which helps you get back to what matters most, washing customers' cars.

7. Building A Carwash, Not A Business

Every new wash begins with a clean sheet of paper, and is full of potential. To realize that potential, washes should be designed and built to attract customers from the street, convince them to come back, and encourage them to return frequently — even exclusively — to that site.

Which leads us to our last point — a good carwash is a great experience. For many operators, that experience starts with a supportive manufacturer and committed local distributor. Working together, this team can help you build the most appealing carwash — and keep it running profitably for years to come.

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

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Be Safe and Save

By Regency Group

According to the Bureau of Labor Statistics, U.S. Department of Labor, a total of 1.3 million workplace injuries required recuperation away from work beyond the day of the incident, resulting in thousands of dollars spent by U.S. employers.

The statistics are surprising but true. Workplace injuries cost employers thousands of dollars every year. Your best defense against costly accidents is having a safety program that includes employee training, management participation and a consistent effort to reduce workplace injuries. The following steps will help you analyze and improve your safety program:

Does your company have a formal safety policy statement?

Supervisors and employees invariably reflect top management's attitude toward safety and loss prevention. If management does not display a genuine interest in preventing accidents and injuries, no one else is likely to do so. A written safety policy statement is the first step in establishing an effective safety program. Print this statement on company letterhead, signed by the president or CEO. Place it on bulletin boards and distribute it to all existing employees and to every new hire. Keep in mind that the precise wording of the policy statement is not as important as the emphasis placed on the company's commitment to safety.

Are your recruiting and hiring practices safety-conscious?

Maintaining a safe workplace begins with hiring the right employees. Review, and if necessary, revise outdated employment forms such as job descriptions and employment applications. Investigate applicants' backgrounds (employment, education, criminal, driving, etc.) where applicable. Implementing pre-employment drug testing is also an effective means to hiring safer, more productive employees.

Has your company established and communicated safety rules?

A set of thoughtful, written safety rules and safe work procedures or practices is an essential part of your safety program. The safety rules should include general rules applicable to most operations, specific rules and procedures relevant to the hazards involved in your particular operations and rules that must be enforced in order to comply with OSHA and other regulations.

Has your staff been adequately trained in safe work practices?

Since new employees are especially vulnerable to work-related injuries, your new-hire orientation should emphasize safety. Personally demonstrate safe work practices to new employees. All new employees should be issued a copy of the safety manual and sign an acknowledgement receipt. Also, consider placing new hires on an orientation or probationary period during which his or her performance, including adherence to safety procedures is monitored. In addition to state and federally mandated safety training, all employees should receive "refresher" training sessions on a regular basis. Review safety rules and accident reporting procedures, as well as addressing areas that have been problematic in the past. Finally, weekly safety meetings encourage employee input, uncover problems and enforce basic safety practices such as use of personal protective equipment.

Do you seek the assistance and involvement of all employees in promoting safety?

Your safety program should involve all levels of management as well as your entire workforce. Motivate employees by constantly emphasizing the importance of safety. Be an example to your employees by always following safety procedures, wearing required protective

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equipment, correcting unsafe conditions as quickly as possible, etc. One of the best ways to elicit employee involvement is by implementing a suggestion program. This program encourages employees to submit ideas for safety and quality improvement to management. Another way to gain valuable insight into safety issues as well as encourage and motivate your employees is through a safety committee comprised of management and workforce representatives.

Does your company conduct self-inspections regularly?

If your program does not include a means of conducting routine safety audits or inspections, now is the perfect time for a change. The most widely accepted method of identifying hazards before an injury occurs is self-inspection. In order for a self-inspection program to be effective, it must be conducted on a regular basis. It should utilize thorough and complete self-inspection checklists. In general, one basic checklist can be applied to all operation and another can address department-specific safety issues. Responsibility for the inspections must be assigned to specific departmental personnel. A hazard assessment form assists in compliance with the personal protective equipment standard. This form will

help identify the unique safety hazards associated with each position in your company. Once you have identified the hazards, you can determine what type of protective equipment is required.

Safety Checklist

- Establish a written safety policy statement.
- Maintain a safe workplace by hiring the right employees.
- Make sure your new-hire orientation includes safety.
- Conduct weekly safety meetings.
- Involve all levels of management as well as your workforce in your safety program.
- Implement a suggestion program.
- Conduct routine safety audits or inspection.
- Use a hazard assessment form to assist in compliance with personal protective equipment standards.

Article provided by Regency Group the administrator for the Michigan Cleaning Fund, a member-owned workers' compensation program for Michigan operators.



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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 will be held at the Novi Sheraton Hotel & Conference Center in Novi, Michigan. Expo dates are February 4-6, 2013.

MCA ANNUAL GOLF OUTING MCA will hold our annual golf outing in June 2013, date and 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.

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.

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



MIDWEST CARWASH ASSOCIATION
2013 Associate Membership Form

120 N. Washington Square, Suite 110A
Lansing, MI 48933
Phone: 1-800-610-4512
Fax: 1-517-484-0140
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.)

*** 2013 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: 1-800-610-4512 Fax: 1-517-484-0140

Web: www.midwestcarwash.com

Questions?

Contact Tara Paksi @ paksi.t@gcsionline.com



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