



**CAP**  
Carwash Association  
of Pennsylvania

Summer 2019

VALUABLE NEWS AND ANNOUNCEMENTS FOR PENNSYLVANIA'S CARWASH INDUSTRY

IN THIS ISSUE

# Message from Our President

Fellow Carwash Professionals:

Though we are only halfway through the year, 2019 has already proven to be filled with change and growth! We continue to welcome new members who are joining the Carwash Association of Pennsylvania (CAP) to benefit from our organization's network, support and industry knowledge.

Additionally, CAP has been busy hosting and planning several events for 2019 to bring our members together. In April, our annual CAP Baseball Outing brought together a great group of carwash professionals to see the Scranton/Wilkes-Barre RailRiders take on the Syracuse Mets. It was a real treat to throw out the first pitch!

Then in June, we hosted our annual dinner and table top show at the Hollywood Casino in Grantville. Our featured speaker, Pamela Piro, Vice President of Industry and Customer Relations for DRB Systems spoke about the emerging trends in the carwash industry and how carwash professionals can capitalize on these trends to grow their businesses.

Next up, on Thursday, September 19 we will again host our annual CAP Golf Outing in Carlisle, PA. The day includes golf, lunch and some really nice prizes, including a raffle for a Yeti cooler! It's also a great way to spend some quality time with other carwash professionals. For more information about any of our upcoming events or membership, visit us at [www.pacarwash.org](http://www.pacarwash.org) or email [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org).

Most importantly, I want to say how grateful I am to be a part of the community of carwash professionals, in Pennsylvania and beyond. Let's continue to work together to support each other, grow our businesses and make 2019 one of our best years yet!

Wishing you an enjoyable finish to your summer,

*Keith Lutz*

*President of the Carwash Association of Pennsylvania*



## Come Golf with CAP!

Plan to join us in Carlisle on September 19.

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## In Case You Missed the Dinner & Table Top Show

Pictures and highlights from this year's event.

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# Last CAP Networking Event of 2019: Join Us for Golf!

Every year, the Carwash Association of Pennsylvania proudly hosts our annual golf outing fundraiser where carwash professionals from across the Commonwealth come together for a day of golfing, networking, fun, and prizes.

This year our golf outing will be held on **Thursday, September 19** at the Cumberland Golf Club in Carlisle, PA.

The format is a shotgun start, four-person scramble, and best-ball format. Registration opens at 9am and golf begins promptly at 10am.

This event includes a picnic, where we also give out a ton of prizes and giveaways. Everyone leaves with something and this year it could be a Yeti cooler which is our raffle grand prize drawing!

Get this date on your calendar now and plan to join us! We welcome you to also bring your spouse or members of your team to enjoy the evening and walk away with some valuable knowledge and business contacts.

To make your reservation or learn more about sponsorship opportunities, please email [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org).



*Photo from the 2018 CAP golf outing – a great day for golf!*

## What you need to know to go!

**Date:** Thursday, September 19, 2019

**Time:** 9:00am Registration, 10:00am Golf

**Location:** Cumberland Golf Club, Carlisle, PA

**Foursome:** \$300 (includes picnic and prizes)

**Individual Golfer:** \$75 (includes picnic and prizes)

**Sponsorship levels starting as low as \$250!**

# Take Me Out to the Ball Game

*Snapshots from the annual CAP Baseball Outing in Scranton/Wilkes-Barre on April 27, 2019*



# In Case You Missed It: CAP's 2019 Dinner and Table Top Show

On Thursday, June 6th at the Hollywood Casino in Grantville, the Carwash Association of Pennsylvania again hosted its Annual Dinner and Table Top Show. Carwash operators and vendors from across the Commonwealth joined us for a great evening of networking, education and fun.

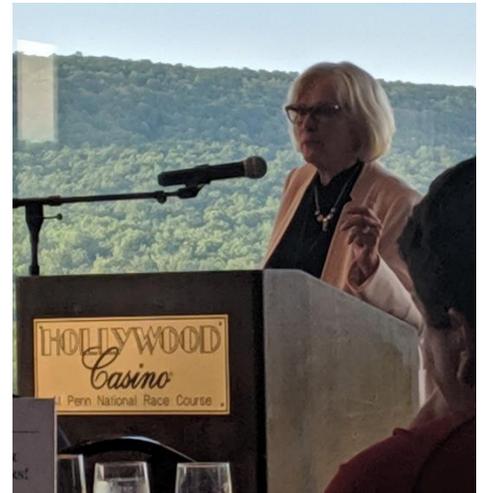
Various vendors set up booths throughout the banquet room where operators and other vendors could learn more about their business and products. Many vendors generously provided free giveaway items including products and gift cards worth hundreds of dollars.

CAP also took part in the giveaways, providing a \$250 Amazon gift card to our grand prize winner. Just about every carwash operator left with some sort of prize!

Appetizers, a plated dinner and delicious dessert were followed by our featured speaker for the evening, Pamela Piro, Vice President of Industry and Customer Relations for DRB Systems.

She spoke to our vendors and operators about the emerging trends in the carwash industry and how carwash professionals can capitalize on these trends to grow their businesses. The biggest takeaway was "Know when to grow." She described how this process looks different for each and every car wash.

In case you missed this year's dinner, please enjoy these photos from the evening. Also be sure to stay tuned for the announcement of next year's dinner date, usually the first Thursday in June!



## Some Highlights from the Evening



# Why You Should Attend the Northeast Regional Carwash Convention



The Northeast Regional Carwash Convention (NRCC) will take place this year on **September 23 to 25** at the Atlantic City Convention Center in Atlantic City, NJ.

As many as 1,700 people attend this show, which includes more than 300 exhibit booths. Additionally there are educational seminars and keynote speakers throughout the show that share valuable knowledge and industry best practices.

With all the buzz building around the 2019 show, we wanted to share just a few of the many reasons why carwash professionals (vendors and operators alike) should want to attend this show. Take a look!

**SHOW SPECIALS:** If you are looking to purchase new equipment this is the show to do it. Most equipment manufacturers only offer discounts during certain times of the year, and the NRCC is one of them.

**FREE SHIPPING:** Many parts and supply companies, like Kleen Rite, offer free shipping on all orders placed during the show. This is a perfect time of the year to stock up on vending items and parts.

**EDUCATIONAL PROGRAMS:** This year's keynote speaker is John Roush the CEO of Moo Moo Express CarWash, and Flying Ace Express Car Wash in the Ohio area. Some of this year's educational topics include: using your car wash branding to build a safety culture, avoiding employee lawsuits, and surviving audits.

**VIRTUAL CARWASH TOURS:** Tom Hoffman Jr. owner of Hoffman Car Wash and Jiffy, a 22 car wash chain in New York, will be moderating this year's virtual car wash tour. Sites include Shabby Shine (Palmer PA), Hoffman Car Wash (Binghamton NY), and Anthony's Full Service & Express Car Wash (Vestavia AL).

**NEW PRODUCT:** Vendors will bring their newest and best products to the NRCC, making it the perfect place to see and demo these items.

**NETWORKING:** Last, but not least, this is a great show to make connections!

*For more information, visit [www.nrccshow.com](http://www.nrccshow.com).*



## 2019 NRCC Show

**September 23<sup>rd</sup>-26<sup>th</sup>, 2019**

Atlantic City Convention Center,  
Atlantic City, NJ

▶ [www.simoniz.com](http://www.simoniz.com)

# New(er) Car Wash Owners: Where to Begin

The International Carwash Association reports that 37% of car wash owners have owned their business for five years or less. Moreover, 90% of car washes are owned by small business owners. This means there are many new car wash owners entering the market each year.

Being new to this industry can come with many challenges and uncertainties. Reasonably you've invested a good amount of money (and time) to get started and it may feel like there is no real end in sight. Yes, business ownership of any type takes a lot of hard work and elbow grease. If you would consider yourself a new(er) car wash owner, we have some tips that could make your next few years in business a bit more enjoyable. Here's what they are:

- 1. Establish goals and metrics for success.** If you don't set goals right from the beginning how do you know if you're making any progress? Start with outlining your goals, immediate and long-term, and map out how you plan to get there.
- 2. Invest in your people.** You might want to sink all your funds into renovations or marketing, but don't forget to invest in quality employees who will become your backbone.
- 3. Identify necessary changes early.** If something isn't working, fix it right away. It won't fix itself over time.



- 4. Be realistic about your growth trajectory.** We all want to skyrocket to success, but would we even be able to handle it? Be grateful for any progress and use it to keep taking that next step forward.
- 5. Keep things fun.** Most importantly, remember to seek out ways to have fun in the day to day tasks of your business. Focus on the positive and look for reasons to laugh daily.

If you have been in the car wash industry less than five years, keep in mind that you've really just begun. While progress may be slower than you'd like, remember that slow, but consistent progress is better than rapid progress you can't sustain – *no progress at all!*

## In Memory of William "Billy" Simpson



It is with great respect that we remember William "Billy" Simpson, a Veteran of the Korean War who passed away on July 14, 2019.

Billy was a Purple Heart recipient, good conduct medal, combat infantry badge, United Nations service medal, and Korean service medal with two bronze battle stars.

After retirement, Billy enjoyed working for the Bubbleworks Car Wash, of Washington, PA for 21

years. We are very grateful for his military service and his contribution to the car wash industry!

A wonderful way all car wash businesses can honor our veterans is to participate in **Grace for Vets**. The mission of Grace for Vets is to honor those who have served or are currently serving their country with a FREE car wash each year on November 11.

This international program unites the car wash industry each year by listing participating car washes that are honoring veterans with a free car wash that day. Learn more about Grace for Vets and register your car wash to participate in the 2019 event by visiting: [www.graceforvets.org](http://www.graceforvets.org).



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## NEWS YOU CAN USE FROM THE CARWASH ASSOCIATION OF PENNSYLVANIA

Look inside for...

- ▶ Recap of CAP's Annual Dinner & Table Top Show
- ▶ Invitation to CAP's Fall Golf Outing
- ▶ Why You Don't Want to Miss NRCC This Year
- ▶ ...AND MORE!



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