



**CAP**  
 Carwash Association  
 of Pennsylvania

Fall/Winter 2018

VALUABLE NEWS AND ANNOUNCEMENTS FOR PENNSYLVANIA'S CARWASH INDUSTRY

IN THIS ISSUE

# Message from Our President

Fellow Carwash Professionals:

It's hard to believe that we are in the final months of 2018. I hope this year has been a prosperous and productive one for your business. The Carwash Association of Pennsylvania had one of our most active years yet, adding new events and new members along the way.

In August, CAP hosted its first-ever baseball outing for our carwash community. We had a great group of operators and business owners join us on Tuesday, August 21 to see the Pittsburgh Pirates take on the Atlanta Braves. Stay tuned for our 2019 summer baseball outing date.

The following month, on September 20, CAP hosted its annual golf outing and member picnic at the Cumberland Golf Course in Carlisle. We nearly doubled the amount of golfers that joined us compared to just one year prior! Thanks to the generous support of our sponsors and in-kind donors, CAP's biggest fundraising event of the year was a success and just about every golfer left with a prize.

CAP was also proud to have a presence at the 2018 Northeast Regional Carwash Convention (NRCC) in Atlantic City on

October 1 through October 3. CAP's Treasurer, Dave Edwards, along with Barbara Winsko, tirelessly manned the booth to meet and greet with attendees. If you missed us this year, be sure to keep an eye out for the CAP booth to be back next year. We welcome all of you to stop by!

As our busy year comes to a close, I want to again thank each and every member of CAP – and our carwash community as a whole. You are a part of what makes this industry special.

I would be remiss if I didn't welcome you to learn more about CAP and our membership benefits by visiting [www.pacarwash.org](http://www.pacarwash.org). We would love to have you be a part of our continued growth in 2019.

Regards and best wishes,

*Keith Lutz*

*President of the Carwash Association of Pennsylvania*



## How to Prepare for Winter

Learn what to do to prepare for the change in seasons.

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## Tips to Buy or Sell a Carwash

What you need to know from both sides.

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# Why Right Now is the Best Time to Become a CAP Member

**If you're a current member** – You know the value and importance of your membership. Be sure to maintain all the relationships you've grown through CAP by continuing your membership in 2019.

**If you're a former member who is considering renewing** – We welcome you back to come and see what you've been missing! You'll be surprised by how much more we're doing now.

**If you're never been a member** – There's no time like the present! Start the New Year off right with a membership to the only association in PA dedicated to your industry.

As you can see, there are many different reasons carwash professionals in Pennsylvania should want to join CAP in 2019. We're growing our number of members and our membership benefits each and every year. We have fresh faces on our staff and on our board, which has given CAP a new breath of life. Trust us, you're going to want to be a part of the many exciting things we have planned moving forward to make CAP a top-notch industry organization.

Become a 2019 CAP member today and receive the rest of 2018 for FREE (new members). Becoming a member is easy and takes just a few minutes. Visit us online at [www.pacarwash.org](http://www.pacarwash.org) where you'll find our 2019 membership forms. Complete and mail your form back, or you can also make your payment online.

We look forward to welcoming you to our 2019 team of carwash industry leaders in Pennsylvania!

## Become a 2019 CAP Member and receive:

- The rest of your 2018 membership for FREE (for new members)
- Free admission to our Annual Dinner and Table Top Show
- Access to our Annual Baseball Outing and Golf Outing & Picnic
- Exclusive discounts on insurance, credit card processing and energy consulting
- Member-only CAP website advertising special and discounts
- Legislative representation to advocate for the industry's best interests
- Plus much more!

Becoming a CAP member is easy! Visit us online at [www.pacarwash.org](http://www.pacarwash.org) where you can download a membership form or pay online!

## How to Market Your Business for the Holidays



The holidays are fast approaching and if you want to capitalize on one of the best times of the year to boost your business, you better get busy! Here are a few creative ways you can market your carwash business for the holidays.

### Sell a Coupon Book

Create a value-packed book of coupons that will keep people coming in all year long. With a few uses, it pays for itself!

### Tie it to Charity

Give the gift of "doing good" by donating a percentage of holiday sales to a local charity.

### Make It a Game

Turn to social media to promote your holiday sales by doing weekly gifts and giveaways at random. People will follow and share your message in return to further promote your business.

### Partner with Local Businesses

Create a holiday promo package in partnership with other local businesses to really give customers an unbeatable deal. Think of businesses that serve a similar audience like gas stations and auto body shops and work out a reciprocal holiday deal you can all promote together.



## Carwash Professionals Come Together for CAP's First Baseball Outing

This August, CAP was pleased to host its first-ever baseball outing for our carwash community!

In an effort to bring more members together in a fun and casual atmosphere and to spread our event offerings to the Western part of Pennsylvania, CAP reserved a group of tickets to see the Pittsburgh Pirates take on the Atlanta Braves on Tuesday, August 21. We had a great group of operators and business owners join us, including some family and friends as well.

With seats located on the third base side in the Pittsburgh Baseball Club, everyone who came got to enjoy a fun night, exciting game and some quality networking.

We plan to make this an annual event, so stay tuned for our 2019 summer baseball outing date! We always welcome member feedback on our events or for new events that you'd like to see take place. Please contact [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org) with questions or ideas!



Pennsylvania carwash operators and vendors enjoyed an evening at PNC Park.

## The 2018 CAP Golf Outing & Member Picnic Recap

On Thursday, September 20, carwash professionals along with their friends and colleagues came out to the Cumberland Golf Club in Carlisle to enjoy a beautiful day of golf and networking.

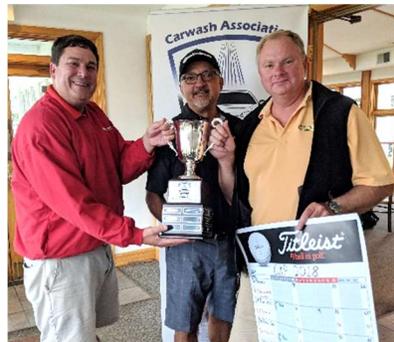
We had a great group of golfers – nearly double the teams we had in 2017! It was great to see a strong representation of both carwash operators and carwash vendors. Not only did our golfers get to enjoy near-ideal golf weather, they also walked away with some great prizes and goodies!

Thanks to the generous support of our Gold-Level Sponsors: Erie Brush, Car-Freshner, Simoniz and Kleen-Rite, CAP's largest fundraising event of the year was a success before we even stepped on the greens. Additionally, our Hole Sponsors: Giant, ICS, DSI, Trans-Mate, J.E. Adams, General Pump, Laurel Metals, Shore Corporation, Blasco Insurance, Hydro-Spray and MDI, helped to make the event possible. We also recognize and thank the many in-kind donations made by these businesses.

After our golfers finished their round, they enjoyed a delicious picnic where we did a 50/50 raffle, prize drawings and awarded our top teams.

This year's overall winning team was a two-some comprised of Ben Arellano and Ken Greider of Erie Brush. Their names will be engraved on CAP's official golf trophy which will be enjoyed by the winners and their business until we return for our next golf outing in 2019.

Thank you to all of our players and sponsors for making CAP's 2018 golf outing a resounding success!



# Member Viewpoint: ReCAPping a Strong 2018

One of my favorite experiences as a CAP member, and now as Board Treasurer, is the interactions I get to have with carwash professionals from all corners of the Commonwealth. I was excited to step up to represent CAP at the 2018 NRCC in Atlantic City. I was truly inspired by each of our members who stopped by the CAP booth to introduce themselves and to share a little about "how things are going" within your business.

I hope each of you had a chance to take in the seminars to hear of how our neighboring states are doing and how they are dealing with numerous factors within the industry.

In preparation for next year's NRCC Show, CAP would like to have an even *stronger* presence. This is where each of you as members can participate!

Simply email your input to [ExecutiveDirector@pacarwash.org](mailto:ExecutiveDirector@pacarwash.org) and [cwassocpa.dave@gmail.com](mailto:cwassocpa.dave@gmail.com).

**QUESTION ONE:** Should CAP host a seminar or panel discussion at 2019 NRCC?

**QUESTION TWO:** Or would you be more interested in CAP hosting a motivational speaker at 2019 NRCC?



*Update from*

**Dave Edwards**

*CAP Member & Board Treasurer*

**ACTION ITEM:** Tell us about your site in PA! CAP wants to nominate YOUR SITE for one of the general seminars that recognizes "what's new, what's innovative, what's capturing, etc." Email us information and pictures regarding your site.

Wishing you a safe and successful Winter Washing Season and Happy Holidays to you and your family.

Dave Edwards  
*Operator, CAP Board Treasurer*

## How to Prepare for the Winter Season

Whether we want to face it or not, winter is right around the corner here in Pennsylvania. For a lot of reasons, it's a fun and festive season. But for carwash professionals, it's so important to get your ducks in a row well before the first snow fall comes rolling through.

Here are five tips for preparing your business to weather the winter months, while still maximizing your bottom line.

### 1. Train Staff

Prepare your staff to deal with the higher volume of customers during the winter month and also how to take care of your equipment during this time.

### 2. Prepare Your Equipment

Don't wait for a rush of snowy, salt-covered vehicles to alert you to an equipment issue. Check and double check your equipment now and make repairs well in advance of winter.

### 3. Have a Strategy for Slush and Snow

When winter weather hits, you don't want snow and slush to keep people from getting to your business. Be sure to clear all bays, and entrances leading up to your bays for easy access.

### 4. Shift Your Marketing Focus

Winter is one of the best times to market your business. Put together promotions and discounts to draw people in for a fresh wash.

### 5. Think Customer Comfort

Finally, think of ways to make your carwash experience warm and comfortable for your customers in the winter. Hot cocoa in your waiting area or a heated enclosure makes a huge difference!



# Top Tips for Buying or Selling a Carwash Business

## If You're Buying...

### 1. Start with Location

As with any real estate purchase you must first think about location, location, location. Where is the carwash located? Are customers able to easily access it? Is it positioned where it will get a lot of drive-by traffic? These are important questions to consider when prospecting your next carwash.

### 2. Know Your Wash Formats

The various types of carwashes continue to grow. What type do you want to own? Each comes with a unique set of pros and cons, from automatic to hand-wash and self-service to full-service.

### 3. Do Your Homework

Before you sign on the dotted line, be sure to take your time during the due-diligence process to turn over every rock and ask every question that comes to mind. This is your chance to do so!

### 4. Talk to an Expert

Most importantly, seek the help from an experienced carwash professional who has been through the buying and selling process and can offer a fresh perspective and also help you catch any red flags.



## If You're Selling...

### 1. Start with a Strategy

This may seem obvious, but it's where so many carwash businesses forget to start. You need to map out your exit strategy. What do you want to accomplish with your sell? What's your timeframe? Answer these questions first.

### 2. Set Realistic Expectations

The sweat equity you've put into building your business will certainly make you value it higher than many other people would. If you're serious about selling, you need to get realistic about what it's worth and what someone would be willing to pay.

### 3. Understand the Process

Don't go in blind. Understand what it takes to sell a carwash business, from the due-diligence process to signing the final agreement.

### 4. Spread the Word

Market, advertise and spread the word so people know your business is for sale! Don't expect them to come to you.

### 5. Get Outside Help

And finally, you don't know what you don't know! Seeking outside help from professionals who can help you sell your business can save you stress and possibly earn you more money on your sale.

## CAP Represented at Northeast Regional Carwash Convention

The Carwash Association of Pennsylvania usually has a strong presence at the Northeast Regional Carwash Convention (NRCC) with our board members and many other members attending this annual event. However, 2018 marks a special year for CAP. We are pleased to have been represented at our very own booth! This was made possible by the generous donation of time and support from Dave Edwards (CAP Treasurer) and Barbara Winsko, owners of The Car Wash on Hamlin Hwy. & Dog Wash Too.

Here, CAP was able to engage with far more attendees, many who were interested in learning about CAP member benefits and all the events we host throughout the year in Pennsylvania. This is only the start of our continued relationship with NRCC and we hope our presence at this convention stirs up more interest for our growing organization.

Be on the lookout for CAP at the 2019 NRCC! We'll be there and we'd love to get a chance to meet you.



CAP Treasurer, Dave Edwards and Barbara Winsko at 2018 NRCC.

798 Cottage Brook Lane  
Mechanicsburg, PA 17055

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

Look inside for...

- ▶ How to buy or sell a carwash
- ▶ Tips to prepare for the winter season
- ▶ Best holiday marketing strategies
- ▶ ...AND MORE!



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