



CAP
 Carwash Association
 of Pennsylvania

Carwash Association
 of **Pennsylvania**

Winter 2019

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 2019. 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.

On September 19, CAP hosted its annual golf outing and member picnic at the Cumberland Valley Golf Course in Carlisle. We had a strong turnout of golfers – and the great weather may have helped a bit with this. Thanks to the generous support of our sponsors and in-kind donors, CAP's biggest fundraising event of the year was a success and every golfer left with a prize, including one very lucky winner of a Yeti cooler.

In October at the annual Chamber of the Northern Poconos dinner, The Car Wash on RT6, owned and operated by CAP Treasurer Dave Edwards, was recognized for their environmentally conscious efforts with the Green Business Award

for its 80% water recycling and reuse, LED lighting with respect lowering energy consumption, and the use of tank-less hot water, amongst many good environmental practices. We offer Dave our sincerest congratulations!

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. We would love to have you be a part of our continued growth in 2020.

Regards and best wishes,

Keith Lutz

President of the Carwash Association of Pennsylvania



Social Media for Car Washes

Best practices to grow your digital presence.

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Eco-Friendly Car Wash Wins Award

Learn what they're doing differently.

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Re-CAP from the 2019 Golf Outing

Every year, the Carwash Association of Pennsylvania proudly hosts its 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 took place on Thursday, September 19 at the Cumberland Golf Club in Carlisle, PA where dozens of industry professionals enjoyed a beautiful fall day of golfing and socializing

At the conclusion of the 18 holes, all golfers came together for a picnic lunch, prizes, and giveaways. No one walked away empty handed and a few lucky golfers scored some incredible prizes!

First Place Team

(Kleen-Rite)

Mike Burke

George Smailing

Dave Mountz

Don Holt

Be on the lookout for our 2020 Golf Outing date. Usually it is held on the 3rd Thursday in September, but subject to change.



Thank you again to our generous sponsors!

Blasco Insurance, Car Freshener, Erie Brush, General Pump, Giant Industries, ICS Car Wash Systems, JE Adams, Kleen-Rite, Laurel Metals, MDI Wipers, Shore Corporation, and Simoniz

Renew Your CAP Membership for 2020!

There are more reasons than ever to become a member of the Carwash Association of Pennsylvania.

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 2020.

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 2020. 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 reenergized approach. 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.

Becoming a member is easy and takes just a few minutes. Visit us online at www.pacarwash.org where you'll find our 2020 membership forms. Complete and mail your form back, or you can also make your payment online.

We look forward to welcoming you to our 2020 team of carwash industry leaders in Pennsylvania!

Become a 2020 CAP Member and receive:

- ▶ The rest of your 2019 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
- ▶ Member-only CAP advertising opportunities and special and discounts
- ▶ Legislative representation to advocate for the industry's best interests
- ▶ *Plus much more!*

Visit us online at www.pacarwash.org where you can download a membership form or pay online!

Will Social Media Advertising Grow Your Business?

With the boom of social media, and its powerful reach, a common question business owners in any industry have is, "Will social media advertising help grow my business?"

The simple answer is, if done correctly, yes! However, when business owners try to run paid social media advertising campaigns and get less than desired results, it's likely because the campaign wasn't set up properly.

Let's take a look at a few key things to keep in mind when using social media advertising to grow your business. Before you dedicate too much of your marketing budget to this effort, you'll want to be sure you're well equipped to get the best results possible.

Content is King – Even if everything else runs perfectly with your social media advertising, if your content doesn't resonate with your target audience, it's going to be a waste of money. Really think like your customer. What do they most value? What promo or discount will grab their attention? What will get them to act? Hit on these "pain points" in order to get the best results from your ads.

Target the Right Audience – Once you have the right messaging to share, next you need to determine the right audience to share it with. What are the demographics of your key customer? Think: age, gender, geographic location, income level, hobbies, etc. Social media allows you to target your audience in a wide variety of ways.

What's Your Call to Action? – Next you need to determine your call to action. What is it that you want your customer to do? Simply "liking" your Facebook page may not be the best call to action, unless you're certain it's going to drive sales. Instead, consider driving people to a special page on your website where they can download a coupon or view your service packages. Most importantly, make sure they can easily find your contact information!

Budget Best Practices – What is a "good" budget for a social media advertising campaign? Really, it depends upon what you're hoping to achieve. If you want to reach a large audience, you may need to spend more to cast this broad net. Or if you have a very targeted, niche audience, a smaller budget may be just fine. As a rule of thumb, it's reasonable to spend \$15-\$30 per day to startup a modest campaign.

Give It Time – Finally and most importantly, you need to give your social media advertising campaigns about 90 days to fully run their course and collect data worth analyzing. Then you can look back and determine whether the campaign was effective and how you may need to tweak your next campaign for better results.

Bottom Line: With the right knowledge, messaging, and budget, social media advertising can be a very powerful and cost-effective marketing tool for your business. It's worth taking the time to learn more about this growing trend!

Did You Know? Fun Facts About the Car Wash Industry



- ▶ In the United States alone, there are 16,000 car wash establishments, whose yearly revenues add up to a shocking \$9 billion.
- ▶ The vast majority of car washes are owned by small business owners—90%, to be exact.
- ▶ Roughly 38 gallons of water are used each time a single car is washed. That adds up to about 304 million gallons of water used for car washes per day, globally.
- ▶ As of 2012, the International Carwash Association stated that 37% of car wash owners have owned their businesses for five years or fewer.
- ▶ The majority of car washes (51%) use in-bay automatics.
- ▶ Auto Laundry News reports average annual profits anywhere from \$55,000 to \$100,000 for self-service car washes; meanwhile, full-service businesses can rake in yearly profits of \$500,000 to \$900,000.
- ▶ Of all carwash users, 28% are heavy users (several times per month), 47% are medium users (every couple of months), and 5% are light users (every 6 months).
- ▶ Interestingly, and perhaps unexpectedly, winter is the most popular season for car washes.

Car Wash on RT6 Recognized for Sustainable Practices

In October, the Car Wash on RT6 was recognized for their environmentally conscious efforts with the 2019 Green Business Award which highlights the sustainable practice of the car wash business, for protecting water quality and saving water.

The nomination included recognition of 80% water recycling and reuse, LED lighting with respect lowering energy consumption and the use of tank-less hot water, amongst many good environmental practices.

Sandy Long, Executive Director of SEEDS, presented the award to Dave Edwards and his wife Barbara Winsko, who are managing partners of the car wash. Their businesses have included The Car Wash on Hamlin Highway which also includes the Dog Wash, a boat wash bay and an auto detail shop. Most recently they acquired the automatic car wash in Hawley and revitalized it.

Dave Edwards, who is the Treasurer of the Carwash Association of PA, stated that the award really goes to the public who make use of car wash businesses. They are washing their car in a contained area. He noted that if you wash a car for 15 minutes in your driveway and use a hose spraying 14 to 16 gallons a minutes, you have just sent 240 gallons of water down the driveway with all the soap suds.

Their automatic car wash uses 77 gallons of water; 62 gallons are recycled. From a bottom line, they have saved money by switching to LED lights which draw 78% less electricity. He said there are ways each business owner can be environmentally smart while saving money.

The award was presented to at the annual Chamber of the Northern Poconos dinner which was attended by over 300 local business owners. The award came with citations from the PA House of Representative, PA State Senate and Wayne County Commissioners.



Hundreds of Thousands of Free Car Washes Given to U.S. Veterans

In 2019, Grace for Vets had a total of 1,635 carwash companies and 4,426 carwash locations participate in its program nationwide. Founded in 2004 by a single car wash operator, Mike Mountz, the program has grown from just a handful of washes to several thousand, in 4 countries.

A total of 347,054 free washes were provided to U.S. Veterans who stopped by a participating location on Veterans Day 2019.

One Pennsylvania-based company generously provided even more than a free car wash to veterans on November 11. Sheetz invited all veterans and active-duty military to enjoy a free 6-inch turkey sub and a regular size fountain drink at any of its 596 store locations. And for any of its 172 locations with car washes, those with a military ID or proof of service could also receive a free car wash. Sheetz has a total of 69 car wash locations in Pennsylvania.

CAP thanks every car wash business who gave generously to our veterans as part of the Grace for Vets program. Be sure to have this on your radar for November 11, 2020! Learn more at www.graceforvets.org.



From Rust & Ruins to Revenue

How simple and engaging improvements will help grow your business

As a current owner of a car wash, how long has it been since you've taken a close look at your business? You likely know the financial side of your business quit well, but beyond the 'books' how well do you know what your business might need physically?

No matter the age of your car wash or how long you've owned it, there will inevitably be things that need replaced or improved. Technology alone demands constant updates to your business to ensure you're giving your customers the best possible experience.

What's most important to keep in mind is that it doesn't often require a full overhaul of your business to spruce up your property. Instead focus on simple and engaging improvements that can be made with limited time and resources to offer a big improvement for your customers.

Tips for simple and engaging improvements you can make to your car wash stand out:

- ✓ Keep the structure and the outline
- ✓ Build upon the opportunities
- ✓ Aim for quick and colorful results
- ✓ Incorporate your logo and brands colors
- ✓ Upgrade to LED lighting
- ✓ Focus on what people see first and most



As you enter the New Year, schedule time to get to know your business – at face value. Follow the customer experience from beginning to end and identify opportunities to enhance what they see and touch. Fresh paint, new technology, and rearranging the space for better flow are prime places to start.

Looking for a cost-effective, simple improvement you can make right away? Focus on your vacuums!

- ✓ Clean the Stainless Steel
- ✓ Add a New Color Dome Top
- ✓ Replace the Dome Lighting (LED)
- ✓ Apply New Vinyl Graphics
- ✓ Provide Colorful New Hose and Nozzle

Remember, the first impression your business makes on your customers will have a lasting impact on whether they return again and again. Improving your property, equipment, and customer experience doesn't have to take months or break the bank. Start with what you can do now and focus on the areas where your customers spend the most time. A little TLC goes a long way!

Photos courtesy of Dave Edwards, CAP Member and Board Treasurer

798 Cottage Brook Lane
Mechanicsburg, PA 17055

NEWS YOU CAN USE FROM THE CARWASH ASSOCIATION OF PENNSYLVANIA

Look inside for...

- ▶ Recap of CAP's 2019 Golf Outing
- ▶ Tips to refresh your car wash business
- ▶ PA car wash recognized for eco-friendly practices
- ▶ ...AND MORE!



KLEEN-RITE CORP.
YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

The advertisement features a close-up of a car's front end being washed with a high-pressure spray wand. In the background, there is a white bucket with the "SIMONIZ" logo. In the foreground, there is a blue and silver high-pressure sprayer. To the left, there is a package of "Little Trees ORIGINAL" car air fresheners and a "Black Ice" product.

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www.kleenrite.com

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www.hydrospray.com

The advertisement shows a close-up of a car's front end being washed with a high-pressure spray wand. The water spray is very dense and creates a mist. The background is a blurred outdoor setting.