

# Responding with GOOD in the Time of Crisis

As many businesses across Pennsylvania were forced to close their doors, lay off employees, and face the tremendous challenge of minimal or no income, the Carwash Association of PA was inspired to hear stories of businesses within the carwash industry who were finding ways to give back.

Just one example is Dean Honda of Pittsburgh, who provided free washes, oil changes, and state inspections to all hospital employees and first responders. We heard of others offering free washes to those serving on the front lines, increasing employee pay to help make ends meet, or finding new ways to be helpful like manufacturing masks or hand sanitizer.



To all the businesses who found a way to give back to those who are on the frontline and helping to serve us – thank you! This is proof of the thoughtful small business owners who are the backbone of our industry. It’s inspiring to see you step up and help where you could.



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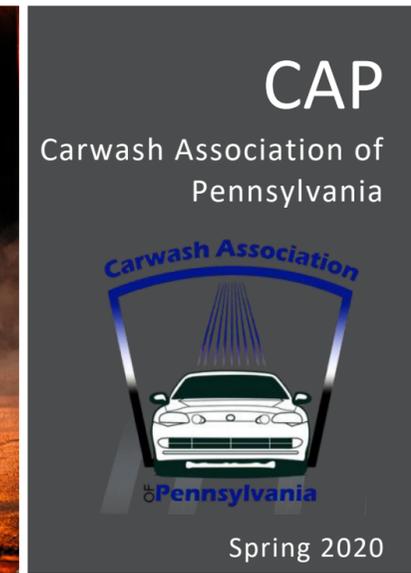
## NEWS YOU CAN USE FROM THE CARWASH ASSOCIATION OF PENNSYLVANIA

Look inside for...

- ▶ How carwashes responded to shutdowns
- ▶ Staying connected to the carwash industry
- ▶ Tips to reengage your customers
- ▶ ...AND MORE!



VALUABLE NEWS AND ANNOUNCEMENTS FOR PENNSYLVANIA'S CARWASH INDUSTRY



IN THIS ISSUE

# Now More Than Ever You Can Count on CAP

*We need to lean on one another to make it through the challenges caused by COVID-19*

The COVID-19 pandemic hit the whole United States like a wrecking ball. Just a few months prior, the thought of entire industries being forced to come to a halt would have been unimaginable. Yet, we just lived through it – though not everyone survived.

During the weeks of the shutdown and stay-at-home orders, the Carwash Association of PA responded to many of our Pennsylvania car wash owners who were scared, confused, angry, and devastated. We tried our best to provide answers, advice, and hope. We listened to the stories of people facing permanent business closure or who had to lay off staff who are like family.

We stay tuned to government announcements at both the state and federal level and provided updates on our website, by email, and on social media to help car wash owners find answers and apply for assistance, when needed.

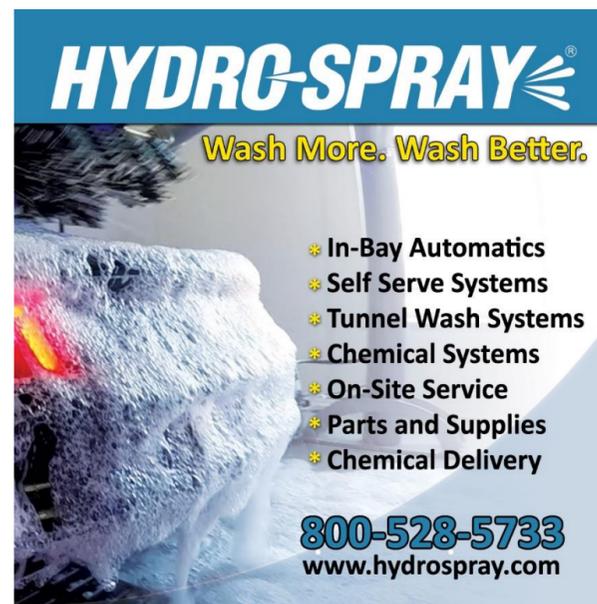
We are so proud to see how the car wash community banded together as best it could to weather this storm. And we are grateful to have been able to assist those seeking guidance. This is the value of having an association to connect our individual businesses so we can learn from one another, and help each other in a time of need.

*Thank you to all of our members for supporting CAP so we can, in turn, support you!*

### For our CAP Members:

- ▶ Access to our board of experienced carwash professionals who can provide advice and recommendations to help your business succeed.
- ▶ Resources and information shared by mail and email.
- ▶ Access to events and business networking opportunities.
- ▶ Member-only discounts from our vendors.
- ▶ Legislative representation to advocate for the industry's best interests.

Interested in becoming a member? Visit us at [www.pacarwash.org](http://www.pacarwash.org) where you can download a membership form or pay online.



# Message from Our President

Dear Car Wash Professionals,

To think how much has changed in our industry – and in the world – in a matter of weeks is hard to take in. Particularly it’s difficult to comprehend the rippling economic impact this will have on the car wash industry, and every industry long after the COVID-19 has passed.

In Pennsylvania, we have had many car washes temporarily shut down or at least reduce the services they offer; even those washes which remain open have seen a drastic decline in wash volume with the effects of the governor’s stay at home order. We believe washing your car is more essential than ever before and car wash services are an important part of the fight against the pandemic.

While it can be easy to allow our focus to shift toward our hurting businesses, our scared families and employees, and our anxiousness for what the future holds, we must not forget to look

beyond ourselves. During these unprecedented times, our nation has been reminded of the true heroes who, each and every day, put their lives on the line to save the lives of others. These are the men and women who willingly put aside their own needs and the needs of their families to serve complete strangers in a time of crisis.

I know current circumstances are neither easy, nor convenient, and I recognize the immense challenges our small business owners face. But I wish to give you a message of hope that we are resilient and we will heal – our nation, our economy, and our industry.

Stay well,  
*Keith Lutz*

*President of the Carwash Association of Pennsylvania*



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Carwash businesses find ways to give back.

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Learn how to reengage your customers.

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## Staying Connected to the Carwash Industry on Social Media

As things return to a “new normal” and car wash businesses begin to rebuild their customer base, now is also a prime time to make sure you are connected to other businesses and groups who serve the car wash industry.

Facebook is one of the best ways to do this! There are many car wash related Facebook groups out there, and many are growing rapidly. We want to introduce you to three that we highly recommend you join.

Mostly importantly, once you’re a member of these groups, be sure to be an active participant. Share your thoughts, expertise and be an advocate for the car wash community!

### Carwash Association of Pennsylvania

CAP’s Facebook page is growing as we work to increase followers and produce timely and quality content to keep people updated on upcoming events, changes in the industry, and other useful resources. We would love for every car wash professional in PA to be a follower – even non-PA residents are welcome! Find us on Facebook by searching “Carwash Association of PA” or our handle is @PAcarwash.org.

Additionally, the following groups are fairly new and growing at an exceptional rate. If you’re on Facebook, we highly recommend joining these groups and playing an active role in sharing useful information for others.

### TalkCarWash

Find this group on Facebook by searching “TalkCarWash.” This is a professional community of car wash employees, operators, investors, and vendors who share their knowledge through discussions, experiences, and camaraderie. Anyone can join, but you need to request a membership. At 10,000 members and growing this is a great think tank for the car wash industry.

### In Bay Automatic, Self-Serve, & Dog Wash Group

This Facebook group provides open discussion about in bay automatics, self-serve bays and equipment, and dog washes. Members can also share equipment for sale, requests for information, and advice. This is also another quickly growing group at nearly 800 members. You can find and join this group by searching for “In Bay Automatic, Self-Serve, & Dog Wash Group” on Facebook.

## Member Perspective: Waste Management for Carwashes

I know firsthand how many quarters it takes to pay for waste removal, transportation and disposal.

My name is Jim Guerin, owner of *JG Environmental*. More than 30 years ago I opened All Seasons Car Wash in my hometown of Landisville, Pennsylvania. Like most small businesses, it was a struggle to pay our monthly expenses. And like you, the last thing I wanted to spend my hard-earned quarters on was waste removal.

I hired a local septic company but they told me to call when I needed service, which led to slow draining bays and eventual backups. To make matters worse, I would need to wait until the septic company would have a “run” with other car washes or I would be charged an emergency service.

Sound familiar?

I ended up being hired by that septic company and worked as their sales manager for more than a decade. I realized there must be a better way. So in 2008 I started *JG Environmental* with one simple mission: “To provide our customers with better options for safe, responsible and cost-effective solutions for their waste management needs.”

To achieve this goal, we invested in trucking, logistics, technology and processing facilities to handle our customers’ needs without the assistance of outside resources.

This allows us to service your facility from start to finish with our own trucks and dispose of the waste at our own treatment facility so you never pay extra charges or markups. Plus, you get to know us, our drivers, our office staff and our technicians so we can become your trusted partner.

I personally guarantee you’ll be completely satisfied with the service we provide. At *JG Environmental*, we treat every customer as if their quarters were our own.

*For more information, or to get your free no-obligation quote, call 717-490-3239 or visit us at: [www.jgenvironmental.net](http://www.jgenvironmental.net)*



## Getting Back to Business

### *Tips for reengaging your customers and rebuilding your business*

So many car wash businesses are finding themselves in challenging and unprecedented times where they don’t know when they will ever get back to business as usual. For some, the hopeful timeline is six to nine months. For others, the dire prediction is eighteen to twenty-four months, or if ever.

The Carwash Association of Pennsylvania hopes to offer some helpful input as to how car wash businesses can truly “get back to business” sooner than later, as well as leverage any challenges they face as opportunities to reengage existing customers and draw in new customers.

Take a look at our advice for reinvigorating your car wash business and expanding your customer base with these five tips.

#### **Celebrate like it’s your grand opening.**

Maybe your business has been functioning like usual, but with reduced sales. Or maybe you’ve been forced to close entirely. Either case is an opportunity to celebrate your grand (re)opening like it was the first time. When social distancing has subsided, throw a party! Bring your customers and community together for a fun celebration that breathes new life into your business.

#### **Reward loyal customers.**

For those customers who still use your services or continued their monthly memberships amidst the COVID crisis, give them some recognition – and reward. Consider giving them a gift certificate for a free wash or detailing. For monthly members, consider crediting them for an added month or two for their loyalty.

#### **Incentivize new customers.**

Before COVID-19 cars needed wash, and this remains true for after things settle to a new normal. This presents a prime opportunity to reach out to new customers and offer them a deal to get them driving up to your business. Run a sale for your high-end washes or monthly memberships, and run social media ads which are highly effective and low-cost.

#### **Be active on social media.**

Speaking of social media, are you present online? If not, use any extra time you have thanks to the COVID shut downs to create a Facebook page. This is where people start to look first for news and updates (and promotions!) regarding your business. When you’re present on social media sites like Facebook, Twitter, and Instagram, you exponentially increase the likelihood that potential customers can find you and engage with you.

#### **Get personal.**

Finally and most importantly, be sure to reach out personally to your all-star clients. These are the ones who frequently service your business, have stuck by you for years, and who truly have your best interests at heart.

A personal phone call from you, the business owner, to these clients will go a long way. First ask them how they are doing – their careers and their family – then share a little bit about your personal journey throughout the challenges presented by COVID-19 and the shutdowns. The thought and personal connection will not go unnoticed and is likely to win you a loyal client for life.

## Just for laughs...because we all need them right now.



## Updates & Announcements for Upcoming CAP Events

### **Annual Dinner and Table Top Show - POSTPONED**

Due to the outbreak of COVID-19 and the stay-at-home orders, CAP had to make the difficult decision to postpone our annual Dinner and Table Top Show. This was to be held on Thursday, June 6 at the Hollywood Casino. We are disappointed, but feel it was the safe and smart thing to do. Please be on the lookout for information regarding our 2021 dinner.

### **Pittsburgh Pirates Baseball Outing – AUGUST 20**

While the future of the baseball season is a bit unknown at this point, it is our intent to come together on August 20 to enjoy food, fun and baseball. The whole family is welcome! Please reach out to us at [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org) for more information. Tickets are \$50 for members and \$75 for non-members.

### **Annual Golf Outing Fundraiser – SEPTEMBER 17**

Save the date! The CAP golf outing is set to take place on Thursday, September 17 at the Cumberland Golf Club in Carlisle, PA. More information to come!

