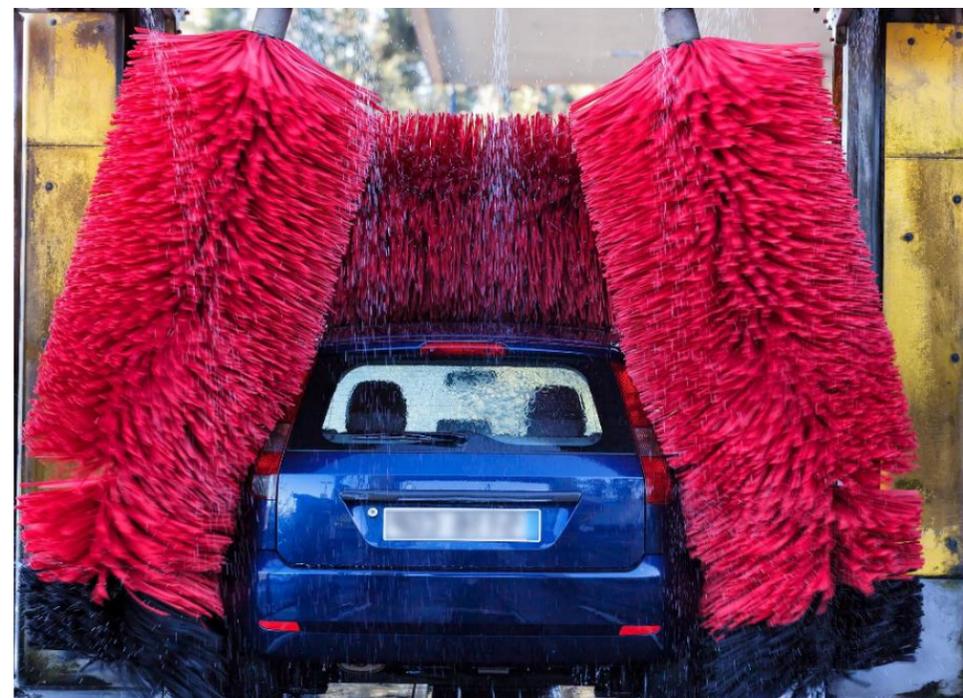
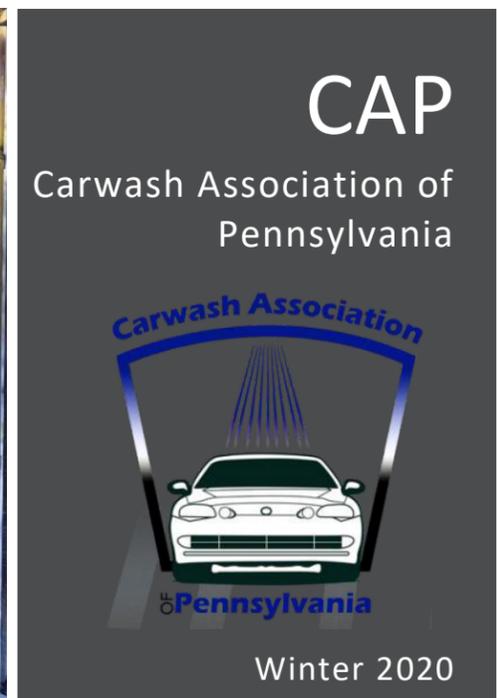


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VALUABLE NEWS AND ANNOUNCEMENTS FOR PENNSYLVANIA'S CARWASH INDUSTRY



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

#### Look inside for...

- ▶ Celebrating Halloween & Honoring Veterans
- ▶ Carwash Grand Opening in Bridgeville
- ▶ How one carwash developed a new stream of recycling
- ▶ ...AND MORE!



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## Message from Our President

Dear Car Wash Professionals,

In a year when activities and events couldn't be held like usual, I'm encouraged by the commitment and creativity so many organizations have shown toward finding ways to bring us together.

One such example is the Carwash Association of Pennsylvania's annual golf outing fundraiser that took place on September 17, 2020 at Cumberland Golf Club in Carlisle. We made the decision to still hold this event as planned while adhering to all CDC recommendations. It resulted in a beautiful day of golf and we were pleased to welcome just as many golfers and sponsors as we usually do.

To close this year strong, it will take unity. After a historic presidential election and all the divides this has caused, we need to take a step back and remember that staying separated – whether on political or pandemic

related issues – will not yield progress toward a solution. Rather, it will deepen the stress, anger, and anxiety that the world could use a lot less of right now.

I encourage my fellow carwash professionals to be a source of unity, both personally and professionally. Seek opportunities to connect with your community and your customers on a deeper level. We have all felt some degree of being disconnected or isolated this year. Especially as we move into the winter months, let's make sure that people can point to the carwash community and say we did our part to put joy, kindness, and humor back into the world.

Let's finish this year strong,

*Keith Lutz*

*President of the Carwash Association of Pennsylvania*



#### CAP Fall Highlights

Golf, Halloween, and Honoring Veterans

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#### Reducing Waste, and Reducing Cost

One carwash's new stream of recycling

→Page 3

## CAP Fall Highlights: CAP Golf Winners, Haunted Washes, and Honoring Veterans

**Golf Outing** – CAP hosted its annual golf outing on Thursday, September 17 in Carlisle. We had beautiful weather and the teams were able to enjoy a fun and socially distanced game of golf followed by an outdoor picnic. Thank you to all of our sponsors and participants! The winning foursome is pictured below. (L to R Ken Greider, Ben Arelleno, Jay Cogley, and Gary Boose)

**Haunted Washes** – In celebration of Halloween, carwashes across Pennsylvania got creative and provided a uniquely “spooky” carwash experience for its customers. This helped to attract new business as well as some media attention. Check out the photos below submitted by Bouchard’s Car Wash of New Kensington, PA!

**Grace for Vets** – The Grace For Vets event this year included **5,500 wash participants** and **440,000 free washes** worldwide given to our veterans who helped serve our country. This annual event encourages carwash businesses to offer free carwashes to veterans and service professionals on November 11. For more information about how you can get involved in 2021, visit: [www.graceforvets.org](http://www.graceforvets.org).



## Bridgeville WetGo Pro Grand Opening



On Saturday, October 10, GetGo Café + Market celebrated the grand opening of GetGo’s first WetGo Pro car wash located at 3029 Washington Pike in Bridgeville, PA.

Already the largest tunnel car wash operator in Western Pennsylvania, Giant Eagle’s GetGo convenience retailing chain is investing in evolving their car wash offering in the Pittsburgh metropolitan area with the launch of WetGo PRO – a unique car wash experience that utilizes a longer wash tunnel with cutting-edge cleaning equipment to provide a superior wash in nearly half the time of a traditional car wash.

In addition to a superior car wash result, the WetGo PRO experience, powered by Giant Eagle and GetGo, provides

significant value to guests boasting a suite of free-to-use options available for use before or after their wash and the extension of the company’s popular fuelperks+ loyalty program.

The grand opening event aimed to give back to the community with donations to local school districts and a day of free car washes.



## The CAR WASH on Hamlin Hwy’s New Stream of Recycling

The CAR WASH on Hamlin Hwy & The CAR WASH on RT6 added a green-faced, 4-yard dumpster for recyclables only as part of their operations and site presence. This dumpster and its contents are collected separately and exclusively picked up, then delivered to a recycle processing center.

Before doing this, the carwash would merge all of its general trash, card board, and plastic containers in the general debris, 4-yard dumpster, which was dumped at a separating facility near or at the land fill. This new action saves time and labor for the waste collection company, and reduces the possibility that recyclables are getting meshed into the land fill.

This action provides a savings to the business’s monthly waste collection expense as well. They found that ¼ to ½ of the dumpsters were being filled with the containers the car washing supplies were delivered (plastic containers, 5 gallon plastic buckets, cardboard, paper and plastic packaging and stuffing). By separating out and utilizing the recycle dumpster, the general debris dumpster is now collected every other week, not every week.

All in all, the business went from spending \$200 per month for once per week pick up, to \$128 per month for every other week pick up. They are paying \$50 per month for a

once per month pick up of the recycle dumpster. They have two sites, and one recycle container where they bring recyclables from the second site back to the home site. In total, there is a monthly savings of up to 30% to debris container cost by utilizing a recycle container in a facility program.

The best news is that the CWHH and CWRT6 is doing its part to implement environmentally awareness practices, while not affecting the bottom line. *Well done, team!*



## Renew Your CAP Membership for 2021!

*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 2021.

**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 2021. We’re growing our number of members and our membership benefits each and every year. 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](http://www.pacarwash.org) where you’ll find our 2021 membership forms. Complete and mail your form back, or you can also make your payment online.

### Become a 2021 CAP Member and receive:

- ▶ The rest of your 2021 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](http://www.pacarwash.org) where you can download a membership form or pay online!