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

### Look inside for...

- ▶ New Carwash Locations Coming to PA
- ▶ Announcing the New CAP Scholarship
- ▶ CAP Carwasher of the Year Award
- ▶ ...AND MORE!



# CAP

Carwash Association of Pennsylvania



Spring 2021

VALUABLE NEWS AND ANNOUNCEMENTS FOR PENNSYLVANIA'S CARWASH INDUSTRY

IN THIS ISSUE

## Message from Our President

Dear Fellow Carwash Professionals:

The start of any new year brings with it a hope for change, advancement, and growth. Combine this with the fact that 2020 was not the clean start to a new decade that we were anticipating. For many reasons, I think we can all say that we look to 2021 with a renewed hope of progress while also celebrating the great obstacles we overcame amidst a global pandemic.

While we are mindful of the limitations that still lay before us as far as in-person events and activities, CAP is moving forward with the expectation that we will enjoy various events this year. Our annual dinner and tabletop show will look a little different than previous years. We also plan to bring together carwash professionals to enjoy a baseball outing this summer and golf in the fall for our annual golf outing fundraiser.

Specific dates will be confirmed soon, so please stay tuned into our communications, visit our website at [www.pacarwash.org](http://www.pacarwash.org), or reach out by

email to our Executive Director [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org). We really hope to have you join us at one or all of these events – families and spouses are welcome!

It is with great pride that I say that the carwash industry proved its resilience and commitment to being a helpful community in 2020. Now into a new year, some of us will enter the industry while others will exit, some of us will grow or expand, while others may look to downsize or sell. The common denominator is our passion for serving others, in whatever form that may come. Thank you all for serving our industry well and being a part of this very special community.

Best wishes for a safe, healthy and prosperous 2021!

*Keith Lutz*

*President of the Carwash Association of Pennsylvania*



New Carwashes Coming to PA  
ModWash & Frog's Car Wash

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Announcing the CAP Scholarship!  
And Carwasher of the Year Award

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## ModWash and Frog's Car Wash Expand in PA



ModWash, started by Hutton, a national real estate development firm, will be opening 53 new carwash locations in the Pittsburgh and Philadelphia markets, deploying over \$200M in capital over the course of the next 24 months.

The company currently has 26 sites either under construction, under contract, or in the due diligence stages of development. Hutton, working with ModWash, has been securing locations and leveraging existing relationships in these markets for the past two years.

In addition to this major entrance into the Pittsburgh and Philadelphia markets, ModWash will open car washes in Florida, Ohio, Michigan, South Carolina and North Carolina.

### Frog's Car Wash

Frog's Car Wash of Erie and Fairview, PA has opened two new bays in Fairview. These bays will now offer ceramic applications as a new service.

Frog's Car Wash currently provides state of the art touchless automatic car washes including 3 top of the line self-serve bays with a self-serve blow dryer in bay 3.



Left: Frog's Car Wash

**Frog's Car Wash is listed as Erie's Top 10 carwashes.**

## How to Team Up with CAP Membership in 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 year off right with a membership to the only association in PA dedicated to your industry.

There are many different reasons carwash professionals in Pennsylvania team up with CAP. We're growing our number of members and our membership benefits each 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! Visit us 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:

► Qualification for \*NEW\* CAP Scholarship and Carwasher of the Year Award!

► Free admission to our Annual Dinner and Table Top Show (Fall 2021)

► Access to our Annual Baseball Outing and Golf Fundraiser (Summer/Fall 2021)

► 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!

INVESTMENT

\$195/OPERATOR

\$395/VENDOR

## Punxsutawney Phil Predicts More Winter!

Pennsylvania's most famous groundhog emerged from his burrow on a snowy morning on Tuesday, February 2 and saw his shadow, declaring there would be six more weeks of winter.

According to records dating back to 1887, the Pennsylvanian prognosticator has predicted more winter more than 100 times. Last year, Phil predicted an early spring.

For many hoping for warmer days soon ahead, this wasn't the news they had wished to hear. And for the carwash industry, extended winter weather can pose quite a few problems including keeping bays and equipment clean, combined with the fact people are less likely to wash when winter weather is on the horizon.

*Yet, this comes with a silver lining...*

Shortly after this year's prediction was revealed, one of the members of the inner circle shared a message he said Phil had told him earlier in the day: "After winter, you're looking forward to one of the most beautiful and brightest springs you've ever seen."

A beautiful spring and warm summer would be great news for the carwash industry indeed! Bring on the sunny, car washing weather. Until then, stay warm and stay safe!



## Announcing the CAP Scholarship and Annual Award

### CAP Scholarship Fund

Your membership in the Carwash Association of Pennsylvania (CAP) provides your employees and their families with an exclusive scholarship opportunity! It also provides you with a valuable employee benefit that can help motivate an employee while enabling him/her to grow.

One \$500 scholarship is awarded exclusively to CAP-member employees yearly. It is important to note that this award can be used for any type of continuing education, be it full or part-time.

For eligibility and how to apply, visit [www.pacarwash.org](http://www.pacarwash.org) and click the Scholarship banner on the right-hand side of the homepage. 2021 applications are **due May 1, 2021** – so help us spread the word!



### Annual Carwasher of the Year Award

CAP is proud to have established a new award which is designed to recognize the Pennsylvania carwash professional who has demonstrated passion for the industry and who has helped to improve and uplift carwash businesses within the Commonwealth.

As a membership association, it is our goal to uplift fellow members who work in the carwash industry within Pennsylvania. This award includes a plaque presentation and recognition throughout CAP communications.

If you have someone you wish to nominate for this award, please email a summary (500 words or less) as to why this individual should be recognized as CAP's Carwash of the Year to [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org). Eligible nominees must be current CAP members.



LEARN MORE ● NOMINATE ● OR APPLY AT [WWW.PACARWASH.ORG](http://WWW.PACARWASH.ORG)!