

Welcome to NECA E-News!

QUARTERLY E-ZINE FOR AND ABOUT NECA MEMBERS
By July 28th, send inquiries and submissions for
the next issue to info@newenglandcarwash.org

**A MESSAGE
FROM THE
PRESIDENT**

As I take a look back, the winter season was okay, similar to 2016 but not as exciting as 2015. As we all look into the crystal ball and try to forecast the spring season, let us hope that the amount of snow and rain, which has helped pull us from the looming drought conditions, will produce the glorious green and yellow pollen. There really is no better partner than Mother Nature when she is on our side.

With the beginning of spring comes the ICA show in Las Vegas. I know a lot of you went but for those who did not, it really is an experience and one you should part take in at least once in your career. It is clear from the show: the car washing business is looking strong. The ICA always declares that there was record attendance and the trade show was the largest ever. I must agree, there were a lot of attendees.

We all know the ICA hosts the largest gathering of car wash suppliers in the world, bringing together the leaders, innovators and decision makers of the professional car wash industry, representing car washing companies from all over the world. Well, the NECA is offering "The road to prosperity," a bus tour and Table Top Show on May 9th that has a much more intimate setting where you can meet most of the

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TOPICAL TIPS

**A Happy Marriage:
C-Stores and Car Washes**

"Car Wash Potential Sparkles"

March 13, 2017

Source: http://www.cstoredecisions.com/2017/03/13/car-wash-potential-sparkles/#_

According to reports, the U.S. auto industry reached a sales milestone of 17.55 million vehicles sold in 2016.

Not only is this larger volume of vehicles good for U.S. fuel marketers, it's also good news for convenience store operators who offer car wash services. Coupled with lower gas prices, Americans are driving more, increasing demand for car wash services.

The car wash industry has experienced annualized growth of 2.9% from 2011-2016, according to IBISWorld. As regulations prohibiting at-home car washing become more prominent, the revenue opportunities for convenience retailers offering car wash options are expected to rise in the next few years.

CLEAN TECHNOLOGY

While convenience stores' biggest selling point is **convenience**, the same selling point also applies to car wash operations, where the capabilities at the point of sale (POS) should ensure a seamless transaction—part of a value-added service, making c-stores a "one-stop-shop for many consumers in transit," said Andrew Alvarez, IBISWorld industry analyst.

"Easy-to-use and consumer-friendly POS systems are a must," Alvarez added. "Drivers getting

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**VENDOR
SPOTLIGHT**



Mark VII Equipment, the North American subsidiary of WashTec AG, is the world market leader in carwash innovation and technology. For over 50 years, Mark VII has strived to partner with carwash operators to provide the best equipment, chemicals, and service in the industry. We're your partner for every aspect of your business. See us online at www.markvii.net. Your local contact is John Raitt. John is centrally located in Massachusetts and can be reached at (303) 345-1540, or jraitt@markvii.net

Would you like your company to be our VENDOR SPOTLIGHT?

Members may e-mail a profile for an upcoming issue of the E-Newsletter (first-come, first-serve) to info@newenglandcarwash.org.

Guidelines: 50 - 75 words on who you are, what you do, and what sets you apart. We'll include your logo (preferably JPG or PNG format), a link to your web site, and contact information.

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President

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manufacturer's representatives and lots of local car washers.

This year, from 4 - 5 p.m., we also are offering complimentary educational programs for all that we are calling "Tips of the Trade." It will consist of three, fast paced and very practical presentations, with immediate take-a-ways for you and your staff. Show attendance and the program is free (nominal charge for the all-you-can-eat buffet). See the [NECA web site](#) for all the details.

I hope to see you on Tuesday, May 9th, at the UMass Conference Center in Lowell, MA.

Lastly, I unfortunately was unable to go to the ICA 2017 keynote address from Tom Ridge, the first Secretary of U.S. Department of Homeland Security, former governor of Pennsylvania and the Chairman of Ridge Global but he made a very empowering statement that demonstrates another good reason to join and be involved in the New England Carwash Association.

"Your associations have a very important role to play," confirmed Ridge. "The fact that you all come together as a group of associations to promote special interests [that impact your industry] is very much a part of the political process. So, I encourage you to stay involved with the associations and understand what they are doing on your behalf. And, if your association calls on you to pay a visit to a local legislator, take them up on it. There's nothing more important than your elected official to see you in person advancing your cause." This was reported by Professional Car Washing and Detailing on www.carwash.com

Remember, we work hard for the benefit of all!

Dom Previte, 2017 President

"Tips" - Car Washes and C-Stores

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car washes are predominantly on-the-go consumers; that is, short on time and typically unwilling to return to an establishment that isn't streamlined."



Triple Play's C-Store

Chet Cox, president of Henderson, Nev.-based Get N Go convenience chain, is growing a burgeoning convenience chain based primarily on quality car wash services. Six of the eight retail locations have car washes.

Though car wash services today are a competitive enterprise—among both full-service car wash companies and c-store providers—the U.S. marketplace overall is approachable for c-stores willing to do their due diligence before making a significant capital investment, Cox said.

"The car wash industry is seeing some of the biggest growth ever right now," Cox said. Knowing what's going on around you in your market and what competitors are doing is key. Do your homework on the type of wash you want to get involved in, the equipment, the installers and the soaps. If you don't have all these things lined up, there's a chance for failure.

Staying on top of current technology, and implementing it when feasible, helps grow a sparkling car wash business, Cox said.

"Every year, technology dives deeper into the car wash industry. The **RFID with unlimited membership programs** has been a big driver in the wash industry

lately, and I believe it will continue," Cox said. "I'm most excited about what we will see coming down the road in regards to profiling and scanning vehicles," Cox said. "I think in a few years we will be far more advanced on how we profile each vehicle that enters a wash which will minimize damages and provide a better overall wash for each vehicle."

Other technological innovations are helping retailers boost their rate of return. "Express washes are among the most popular car washes today, which are less labor intensive and have more specific cleaning equipment than in-bay automatic washes," Alvarez said. "Express washes take an average of five minutes (versus 15 minutes for the standard conveyor car wash), enabling industry operators to generate a higher volume of customers. With that in mind, a location providing an operator with high-volume turnover is key for this kind of model to work."

LEGISLATIVE UPDATE

NECA's Legislative Monitor reported a great deal of activity in the month of March, much more than can be reprinted here. For what has been going on in the MA, ME, NH, RI and VT legislatures and DEP offices, we encourage you to click on the following link to the NECA web site: <http://www.newenglandcarwash.org/category/9440/2017-legislative-reports.htm>



Please note: NECA memberships are held by companies. Do not hesitate to add employees to our email distribution list so that they will receive individual notices, newsletters, etc. from us.

FOR MEMBERS ONLY

Deadline Extended:
NECA \$1,000 Scholarships

Apply by May 15, 2017



Education and training can be very expensive, but it can prove more expensive not to pursue additional education. NECA can help.

Could someone in your family (or perhaps you) use \$1,000 towards a degree or certificate program? Since 2010, NECA has awarded \$10,000 in scholarships to those who work for member companies and their family members. 2017 could be your year.

Applications are posted on the "Members Only" page of the NECA web site or available by contacting the NECA office.

Please share this information with your employees and co-workers. This year, we are able to award as many as four scholarships to qualified candidates thanks to the generosity of our members at the dinner meetings and golf outing.

Market Yourself: NECA's Online Membership Directory

All NECA member companies have an online listing in our web site membership directory. And, you're in charge!

We set up the listing and then you can revise and update, 24/7, as needed. To do that, you must set up a unique password. Your company user name is the email address of the main NECA contact person.

If you forgot or haven't set up a password, click on "Forgot password?" to receive a temporary one. Or call the NECA office and we'll assist you.

COMING SOON



Table Top Show and Car Wash Tours Tuesday, May 9, 2017 UMass Lowell Conference Center

A full, fun day of activities

All things car washing!

[REGISTER online](#) to attend "Tips of the Trade", the Show and for the dinner buffet

Bus Tour: Board at 11:30, depart at noon, return at 4 p.m. for "Tips of the Trade" Call 781-245-7400 for availability

"Tips of the Trade" 4 - 5 p.m. Complimentary admission for all

Exhibits 5:00 - 8:30 p.m. Complimentary admission for all

All-you-can-eat dinner buffet 6:30 p.m.

\$25 pp NECA members \$35 pp non-members

Dessert and prize drawings 8:00 p.m. Complimentary admission for all

Not going on the tour? Arrive a little early for some add value.

We invite you and your staff attend fast paced and very practical "Tips of the Trade". Visit all three "learning stations" for immediate take-aways.

Calculating Chemical Costs - With the onslaught of "unlimiteds" and \$3 car washes, it is very important to properly calculate the cost per car of chemicals. Todd Glover of Diamond Shine will discuss how to do volumetric chemical measuring in a way that everyone can easily follow. This session can help you save money!

Trouble-Free Bill Changers - What is proper preventative maintenance of various bill changer components? Walter Sullivan from Money Systems will provide the dos and don'ts of service that can save you having to call an outside source for repairs. Learn how to do it yourself properly and avoid down time.

Gates De-Mystified -With labor costs continuing to grow and good help becoming more and more limited, gates may be a good option for your car wash. Maybe you already have a gate. Is a single gate worth installing or do you even have the room on the property to have a gate? Adam Korngold from Washify will help you evaluate the pros and cons of gated systems, and the latest features for different wash configurations.

**NECA thanks the generous sponsors of the
2017 Table Top Show and Tours**

Click on the logos for links to their web site.



PLAN AHEAD

NECA's Fall Dinner & Program

Tuesday, November 14, 2017

Crowne Plaza, Woburn



Our Program Committee and Board of Directors have been hard at work planning a Fall meeting program that will provide valuable information for both owners and managers. In addition to the usual lively reception and delicious dinner, we will assemble an interactive panel to share best practices on avoiding and handling all kinds of risks.

Coverage will include

- Operator's rights
- Assessing an incident and whether to file a claim
- Training staff to effectively respond to an incident
- Cyber risks and how can we protect ourselves

By limiting risk, you will be able to use your resources to provide the best possible service for your customers and build a reputation of excellence. This program aligns with NECA's mission to connect car wash professionals, and to promote and protect our industry.

NEW VENUE FOR NECA GOLF OUTING Tuesday, September 19, 2017

The 2017 Charity Golf Outing will be held at [Brookmeadow Country Club](#) in Canton, MA, conveniently located just 30 minutes from Boston. A south shore favorite, Brookmeadow is a full, 72 par course ensuring a fair and fun round of golf for all skill levels. This year the club has invested in a new irrigation system, new carts, and a new patio with 2 firepits for all to enjoy.

Also new this year: **The Golf Ball Cannon** will surely add excitement to our event and lots of photo



ops. Powered by compressed air, the golf ball cannon can shoot a golf ball 325 yards with no recoil. Each golfer will have the opportunity to fire a golf ball on to the green of a par 4 hole. If all four players hit

the green on their cannon shots, the team scores an automatic hole in one. Wow!

Our charity will once again be [NEADS](#), providing the wonderful gift of a service dog to those in need, including children, vets and the deaf. Last year, we were able to sponsor training for two pups, named Snowy and Storm, from the very generous support of our sponsors and golfers. In addition, a portion of this

year's funds will be awarded to deserving recipients of the NECA scholarships fund.

Congratulations to all of you who have so generously participated in past golf outings. Since 2003, NECA has donated \$67,835.00 to various charities including Boston Childrens Hospital, Make-A-Wish, and Worcester YMCA . Proceeds from the outing also has helped us award ten, \$1,000 NECA scholarships since 2011, contributing to the success our own NECA members and their children.

Please mark your calendars now for Tuesday, September 19th. If you are interested in sponsoring or signing up your foursome today, visit www.necagolf.com, our new website, where you will find all the necessary information to do so.

If you have any questions or need further information, please reach out to any of our golf committee members for support. Have a wonderful summer and practice, practice, practice.

Committee Members

- Tuesday 9-19-17
 - Patti Kaplan starlitecw107@aol.com
- 11:00 am Registration and Lunch
 - Paul Vercollone pvercollone@vercenterprises.com
- 12:00 pm Shotgun Start
 - Donato DePinto ddepinto@necwe.com
- 5:30 pm Dinner and Awards
 - Mark Delaney mark@allstoncarwash.com