

Welcome to NECA E-News!
QUARTERLY E-ZINE FOR AND ABOUT NECA MEMBERS
By JAN. 9th, send inquiries
& submissions for the Winter issue to
info@newenglandcarwash.org

A MESSAGE FROM THE PRESIDENT

It has been a short 2 years as my presidency comes to the end. The NECA 's leadership team continues to make great strides in helping, informing and educating our members, and the car washing public.

The NECA Board is committed to a long-term online campaign to fulfill our mission, "We connect car wash professional to promote and protect our industry", and our vision, "Drive more consumers to use professional car washes." To build positive PR around the car washing industry, and to disprove some of the negative stereotypes, the NECA retained Kure Creative to produce a series of short videos covering topics such as "Common Car Washing Myths" and "Environmental Benefits of the Professional Car Wash." These videos will be available to NECA members for use on their social media platforms.

With a powerful message, video is a compelling medium for informing consumers about the positive aspects of the car wash industry. In recent years, the industry has fallen behind a wave of bloggers and influencers who have spread stereotypes not backed by the facts. Fortunately,

continued on the next page

TOPICAL TIPS



Social Media Advice from the Experts

We're sorry if you couldn't make it to our

terrific Fall Dinner Meeting and Program which was chock full of excellent tips and advice. Here are some highlights from each presenter.

Yelp - Damien Smith

97% of consumers read online reviews and 53% expect a response

- Claim Your Business - it's free and you're in charge of the content
- Upload Photos - you'll get 12x more leads
- Personalize the page with information about the owner, employees, special features of your business, seasonal items, photos, etc.
- Respond to Reviews - thank people, ignore rants, respond to polite criticism, do not hesitate to apologize

HubSpot - Jonathan Greenburg

- Build out your online profile to gain visibility
- After initial interaction at car wash, extend your reach with inbound (permission based contact) rather than outbound (interruptions that were not requested)
- 4 Steps to Inbound Marketing

continued on the next page

VENDOR SPOTLIGHT

AQUASGROUP

AQUASGROUP offers end-to-end sustainable solutions for car wash rinse water recycling. Zero Liquid Discharge (ZLD) recycles rinse water by completely cleaning it, enabling its indefinite reuse, and eliminating the need for discharge or hauling. We incorporate new technologies with traditional water treatment equipment and reclaim design to effectively bring ZLD to the car wash industry. Visit www.aquas-group.com to learn more or contact Matt Unger.

Would you like your company to be featured here? See page 3.



IN THIS ISSUE

President's Message..... pp 1-2
 Vendor Spotlight: Aquas-Group p 1
 Topical Tips: On-line Reputation Management pp 1-2
 2018 in Review pp 2-4
 For Members Only: Marketing assistance p 3
 Coming Events: Winter Dinner & Program p 4

President's Message

continued from page 1

science and research support us, and by using a professional production team, we can re-balance the information available to consumers.

NECA Board members have reviewed the first script and storyboard, and we began shooting in the 4th quarter of 2018. We are confident these videos will be used by the car washing community to build consumers awareness surrounding the use of professional car washes, and to dispel some negative myths.

As I become the immediate Past President, I am not only proud to have worked with such a dedicated group but also, I'm extremely proud of the quantity and quality of the work the Board has accomplished in such a short period of time. We truly have the best all-volunteer Board, committed to the best interests of our industry and members.

None of this happens without volunteers and that includes a group of past presidents who never stop giving and working: Patti Kaplan, Bob Katseff, Ron Bousquet, Bob Paisner, Danny Paisner and Paul Vercollone. I would like to give special thanks to Board members Tony DeBarros, Darold Evans, and Dave Ellard, who are completing their Board service, for all their hard work and dedication. I also would like to thank current board members, Brandon Berriault, Micah Smith and Jeff Arimento, who will be moving into new leadership positions and continuing their commitment, and to welcome our new board

members, John Shalbey Jr., David Blackman and Jeffrey Katseff, who are ready to serve. Last but not least, the Board will be in the capable hands of Mat Paisner as President and Patrick Mosesso as our VP of Operators, and I will be on hand as the Immediate Past President.

NECA continues to do amazing things for the benefit of all our members and our industry. I am proud to be a part of the Association and look forward to the future. The industry is going through some major changes, and I think its an exciting time to be living through them.

I would like to wish everyone Happy Holidays and a prosperous New Year!



Dom Previte, 2018 President



THE YEAR IN REVIEW

NECA accomplished a great deal in the past year, from a thorough review of our by laws, to great programs and events that were both fun and educational, to continuing our tradition of giving back. Here are some highlights:

By Laws

The Board of Directors, recognizing the changes in the industry and the need to plan ahead, held special meetings to review our current By Laws and develop proposals for updating, which were approved by the membership on Nov. 13, 2018.

Topical Tips

continued from page 1

1. Attract (Market yourself ex. building your Yelp brand; educate; create content)
2. Convert (provide a call to action to which they need to respond)
3. Close (make it easy to buy; deliver value)
4. Delight (Personalize, deliver the unexpected, offer special programs)

Kure Creative - Chris Baker

- Provide high quality content beyond posting a page
- Use good quality photos with captions
- Personalize by reporting unique customer experiences & adding Employee spotlights, which are very popular
- Engage your followers by creating a need for them to respond and interact, which creates relationships
- Reward those who respond more often
- Use video to impress and answer questions

ETC.

- Maximize your visibility by using SEO (search engine optimization). Index your site to appropriate categories by search terms.
- If you don't have time to do any of this, and your staff is maxed, consider employing an intern.
- Use your logo as the building block of your brand.

NECA's dinner programs are developed with you in mind. Please suggest possible topics and speakers to [Kevin McLoughlin](#)

continued on page 3

FOR MEMBERS ONLY

Marketing Services for NECA Members



ARE YOU LEAVING MONEY ON THE TABLE?

Whether you already have the ability to sell gift books and special offers on your web site or are in need of a virtual company store, carwashgifts.com can help you sell more!

This marketing tool was developed for NECA members who can use it free of charge - no middle man, Groupon type fees. Members can use the site to drive business to their web sites or use it to sell online.

Call the NECA office for assistance in getting set up to stop "leaving money on the table".

Would you like to be featured as our page 1 VENDOR SPOTLIGHT?

Members may e-mail a profile for an upcoming issue of the E-News (first-come, first-serve) to info@newenglandcarwash.org. Guidelines: 50 - 75 words on who you are and what you offer that sets you apart. We'll include your logo (preferably JPG or PNG format) and link to your web site.

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

Year in Review *continued from page 2*

- We officially incorporated our new mission statement: "We connect car wash professionals to promote and protect our industry".
- We added wording for a By Law formalizing self-declaration of membership category.
- After review of the By Laws, it was noticed that the option to pay dues by establishing automatic, recurring quarterly payments by credit card was not reflected. It has been added.
- The Board agreed that the composition of the Board needed adjustment. The goal is to increase the pool of potential leaders in recognition of the talent and contributions of our supplier members, while affirming that the interests of our operator members is our primary concern. We will increase the number of supplier directors to up to 4 but specified that at no time can the suppliers have a majority vote, and a quorum cannot be more than 50% suppliers.
- After extensive discussion, the leadership determined that the current requirements for a quorum were outdated and reflected a much earlier time in the Association's history. A quorum for a general membership vote is now 20% of our membership and the final vote for passage must be a majority of votes cast. Also, we increased the number that constitutes a Board quorum from 4 to a

majority of the elected current Board members. In addition, a motion has to pass by majority vote of the quorum.

Additions to the By Laws

After reviewing the By Laws, some new articles, which were lacking and are considered "best practices" in association governance, were discussed and proposed. We added a formal Article outlining our conflicts of interest policy, affirming our commitment to impartiality and acting in the best interests of the Association. We recognized that, in the unlikely event that the Association dissolves, we needed a plan for safeguarding and distributing its assets. An Article specifying procedures for liquidation was added.

Table Top Show

As usual, we had great turnout. Our base facility was a light filled, double room at the Grogan Center at Holy Cross College. Early in the day, two busses of car wash enthusiasts headed out west to see some great carwashes in Springfield: Balise Columbus Avenue Car Wash and Balise Riverdale Car Wash, Golden Nozzle and Personal Touch Express Car Wash.

When the tour goers returned to the Grogan Center, they were greeted by a room full of vendors ready to show off some new tools and answer questions about their products and services. The food was great and the desserts even better.

Scholarships

This year, we presented three, \$1000 scholarships, bringing our total awarded since the program began to \$17,000. Applications

continued on page 4

Year in Review *continued from page 4*

for 2019 scholarship will be available in mid-January.

This year, we said goodbye to one of the New England industry's pioneers: Tom Rando. In his memory, the family suggested making donations to our scholarship program, and we received many generous donations. In Tom's honor, we will award one scholarship each year as the Tom Rando Memorial Scholarship.

Golf Outing

The day started dry but quickly turned to rain. Car washers aren't afraid of getting wet so while some golfers decided to mingle in the clubhouse after nine holes, others played in the rain and finished all 18. The Scrub-It team took first place; a Simoniz team took second; and a combined Simoniz -RoJo team took third place. The real winners were Lovin' Spoonful Food Rescue, to which we donated \$7,000, and future recipients of NECA scholarships.

Dinner Programs

Our Winter (January - "The Future is Now") and Fall (November - ") dinner programs were well attended and featured timely programs. In January, our panel was comprised of representatives of our industry, manufacturing and government. They clarified the current status of self-driving cars and autonomous features. The audience asked excellent questions resulting in a wide variety of views on how much will happen, how soon. We all left with a better understanding on how to adapt to these trends.

COMING SOON**NECA's Winter Dinner and Program**

Activate Your Employees
It can be a laughing matter!

Tuesday, January 8, 2019

featuring

Improv Boston

at the Hilton in Dedham, MA

Register: www.newenglandcarwash.org

This month's "Topical Tip" (pages 1 - 2) provides a good overview of what was presented at our November meeting on how to build and maintain an effective social media presence, and most important, how to protect your business reputation and brand.

Legislative Monitoring

We continued to employ a young attorney to monitor the State and DEP web sites, and to prepare monthly reports on what regulations are being proposed. Fortunately, we did not have to address any immediate issues but are prepared to do so, by hiring a lobbyist if necessary, to protect the interests of our industry.

NRCC

NECA is one of five associations that annually presents the Northeast Regional Carwash Convention. It is a great opportunity to network

with car washers from outside of New England, view some very impressive exhibits, and attend quality educational programs.

Industry Reputation Management

Production began on videos to educate consumers about our industry and dispel any misconceptions. These videos will be available for member use on their social media platforms.

Communications

We initiated a text messaging system, with the promise that it would be used moderately to keep our members informed.

Most important, over the course of the year, NECA connected its members who consulted with each other on best practices and assisted each other when challenges arose at their washes. This is the true strength of our Association.