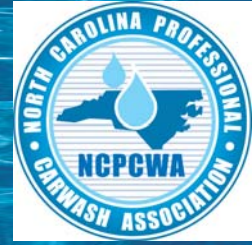


# NC Professional Carwash Association



Volume 2015, Issue 2

**NCPCWA ANNUAL MEETING**  
**Thursday, June 4, 2015**  
**Raleigh, NC—NC Museum of History**



May 2015  
 7300 Glenwood Ave.  
 Raleigh, NC 27612

**Come learn what valuable resources your Professional Carwash Association has for you as a carwash operator. Find out what's new, what's pending, what your industry lobbyists are watching for and promoting in the General Assembly, and more. It's your Association—take advantage of it! If you are not a current member, come and see what we have to offer.**

**Thursday, June 4, 2015, 11 a.m.—3 p.m.**

**North Carolina Museum of History**

**<http://ncmuseumofhistory.org/>**

***Visit the museum—come early, stay late—no charge***

5 East Edenton Street  
 Raleigh, NC 27601

11:00 a.m.	Meeting Begins Welcome, Announcements, Update by Carl Howard, Other Business
11:30 a.m.	Senator Bob Rucho (tentative)
12:20 p.m.	Lunch
1:20 p.m.	Legislative Update By Gary Harris, NCPCWA
2:00 p.m.	Election of New Board Members
3:00 p.m.	Meeting Adjourns Walk over to the General Assembly.

We will have a list of carwashes in the area that you can stop by to see new ideas and other carwash operations.

**Register for Annual Membership Meeting:**

\_\_\_\_\_  
 First Name                      Last Name                      Company                      City, State

\_\_\_\_\_  
 First Name                      Last Name                      Company                      City, State

\_\_\_\_\_  
 Guest Name for Lunch  
 FAX (919) 782-4414  
 e-mail: tcalton@NCPCM.ORG

\_\_\_\_\_  
 Guest Name for Lunch

**Current Board Members**

Alan Burchfield, President  
 Carl Howard, Vice President  
 Manly Clark, Secretary  
 Vanessa Deering, Treasurer

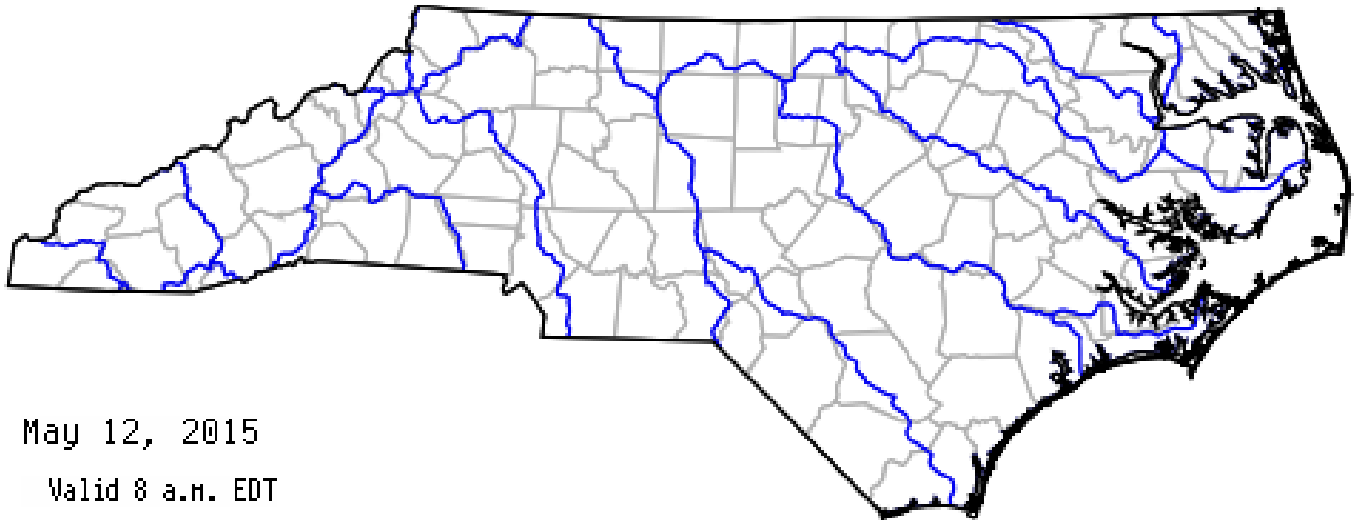
Pete Walker, Director  
 Micah Tomaselli, Director  
 Dan McAfoose, Director  
 Lance Eubanks, Director



**Support Your Industry!**



# US Drought Monitor of NORTH CAROLINA



May 12, 2015  
Valid 8 a.m. EDT

### Drought Classifications

- D0 - Abnormally Dry
- D1 - Moderate Drought
- D2 - Severe Drought
- D3 - Extreme Drought
- D4 - Exceptional Drought

- County Boundaries
- Major River Basins ([View Map](#))
- S** = Short-Term, typically <6 months (e.g. agriculture, grasslands)
- L** = Long-Term, typically >6 months (e.g. hydrology, ecology)

No drought advisories are currently issued in North Carolina.

### Do You Operate a Certified Carwash?

Is your carwash certified? There is a voluntary carwash water conservation certification program to encourage and promote the use of year round water conservation and water use efficiency measures. It provides that a public water service or large community water system shall recognize and credit commercial carwashes that have met the standards of the certification program. Carwashes certified under the program shall not be required to reduce consumption more than any other class of commercial or industrial water users during a water shortage emergency. It provides a vehicle for carwash operators to conserve water and receive credit for using water efficiently while also protecting their business interest.

If your carwash was certified more than a year ago, now is the time to consider recertification to continue your eligibility for the program.

If you are not a member of the program, your wash must be certified at least six months prior to enforcement of water restrictions to be protected under state law from targeted water restrictions. In the event of drought related water restrictions, you cannot certify your facility after the fact. You **MUST** be proactive.

Contact the Association office for more information.

### Your NCPCWA 2014-2015 Leadership Team

President— **Alan Burchfield**  
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Vice President— **Carl Howard**  
Autobell  
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Secretary — **Manly Clark**  
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Director— **Dan McAfoose**  
Zep Vehicle Care  
[Daniel.mcafoose@zep.com](mailto:Daniel.mcafoose@zep.com)

Director— **Lance Eubanks**  
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Program Contact— **Teresa Calton**  
[tcaltan@ncpcm.org](mailto:tcaltan@ncpcm.org)





## Under the Dome

A tense urgency has settled over the Legislative building beginning last week as House budget writers settled into the hard decisions of a two year budget plan for North Carolina. The House began the process this year and has passed a two-year budget that would increase state spending over the current year by \$1.44 billion, or 7.6 percent, in the first year. Spending would rise by another \$51.4 million, or 0.25 percent in the second year.

The majority of the \$1.44 billion increase in FY 2007-2008 funds salary increases for all state employees, one-time fiscal relief for county Medicaid costs, expanded and new education programs, and capital improvements. The House budget includes funding for initiatives that support

working families, such as additional funding for disadvantage students, affordable housing, child-care assistance and expanded health insurance coverage for children in low- to moderate-income families. The House's revenue plan creates a 5 percent refundable state Earned Income Tax Credit (EITC) that complements the federal program. The state EITC will improve tax fairness, and more than 825,000 North Carolina families - one-fifth of all taxpayers- will benefit.

Of particular interest is the transportation portion of the House proposal. Under the House plan, the Division of Motor Vehicles would collect an additional \$289 million a year with a 50 percent increase for driver's licenses, vehicle titles and other fees. The annual car registration renewal fee – not including county property taxes – would rise from \$28 to \$42.

The gas tax, now 36 cents a gallon and scheduled to drop in January to 35 cents, would be cut instead to 33 cents in January. While truckers and other drivers who use diesel fuel have always been taxed at the same rate in the past on the State level, the NC diesel tax would be set 3 cents higher than the gas tax – starting in January at 36 cents. The state Department of Transportation's fuel tax collections would be reduced by \$29 million a year – this would be made up in fees addressed earlier in the article.

As the budget moves to the North Carolina Senate, topics of debate likely will include the extension of the temporary taxes, Medicaid relief, infrastructure needs, debt financing, and state support for mental health services. Our information is that the Senate is already working on their proposal and that it starts from a premise of less spending than that of the House. Chief Senate budget writer Senator Bob Rucho (R-Mecklenburg) has stated that the proposed spending increase in the House plan is "unsustainable". In addition, the Senate feels that the surplus income of \$400 million this year indicates a need for further corporate tax breaks.

Whatever, the final action in the House, the plan will be rejected by the Senate who will send back their own proposal to be rejected by the House and a Conference Committee will be appointed to work on the details of a State budget. Deadline for enactment is July 1, 2015.

NCPCWA staff will watch the entire process and inform the membership if and when items of concern arise. Legislative and regulatory action are the primary purpose of our organization. NCPCWA is your "left tackle" and we work to be sure that you are not "blindsided" by any change in the regulatory and legislative environment.

## Ice and Carwashing: A Perfect Pairing - by Robyn Tucker

Seasonal changes bring new challenges and opportunities for carwashes. Customer traffic may increase or decrease, and services offered may vary due to what's popular at certain times of the year. The weather touches nearly every aspect of carwashing, including additional profit centers like ice vending.

"The carwash business is naturally compatible with an ice vending machine," says Jeff Dyson, vice president of sales for Kooler Ice Inc. "It can provide wash owners with an affordable secondary income stream that can help them differentiate themselves from other carwashes and can add income to their [businesses] in times when their carwash business is slowing down."

Ice vending machines can also be effective ways to attract customers, believes Dyson.

"For carwashes that have been in business for years, an ice vending machine is a great way to gain attention back from competitors by offering something new and novel to draw them back," he explains.

### Profits spring up as customers cool down

After you've decided you want to get involved with this additional profit center, research to make sure you choose the right product and company.

Dyson encourages operators to select machines that automatically bag the ice for a more sterile option. This feature also presents convenience for the customer.

In addition, Dyson says to consider the prospective company's "after-sale" service and support. "Try to choose a company that is invested in your success and is going to assist you in growing and developing your ice business," he asserts.

Dyson states owners should look for three things when it comes to their machines. Make sure the equipment is:

- ADA-compliant
- NAMA-certified
- UL-listed







**1 in 58**  
**CHILDREN**  
 born in NC today has  
**AUTISM**

The Autism Society of North Carolina (ASNC) works to improve the lives of individuals and families affected by autism. The nonprofit organization offers advocacy, training and education, and direct care.

**You Can Help. Donate Online at:**

<http://bit.ly/DonateToASNC>

Every dollar that ASNC raises stays in North Carolina, helping people who live and work in our local communities.



Learn more at: [autismsociety-nc.org](http://autismsociety-nc.org) | 800-442-2762

**“Ice and Carwashing” - cont.**

“This means the manufacturer has spent the funds necessary to ensure that their machine complies with all safety regulatory codes and has been independently tested by an outside agency against these guidelines or regulations,” Dyson explains.

Sometimes, Dyson adds, carwash owners choose the locations of their ice machines based on the placement of the site’s water and electric. This strategy can work, but it is often better to place the machines in the area with the best traffic flow for convenient entering and exiting. “Ideally the machine should be placed where it will have better visibility from the road,” he continues.

**Get the word out**

To ensure success, ice vending machines can be advertised just like any other service the carwash offers. A variety of strategies can be used, states Dyson, including banners, a grand opening, newspaper announcements, coupons, mail campaigns and more.

Another tip Dyson offers is to get the machine on the ground as soon as possible.

“It may take time for consumers to realize what you have, and they may not be familiar with the concept since it is relatively new,” he says. As customers discover the machine, they will start talking about it.

Dyson predicts that in the next few years, ice vending machines will replace the bagged ice found in ice freezers. “Ice and water vending is in its infancy, but it is evolving quickly,” he notes.

Recent technology has made ice vending more sophisticated. Some machines offer the ability to monitor sales and service data remotely, shares Dyson, something he believes is key to having a good experience as an owner and providing a positive experience for patrons. Some of the functions can even be managed from a smartphone.

**An ideal match**

Dyson shares ice vending is especially suited for self-serve carwashes because of their open parking lots. The machines can provide these washes, many of which are older, with prosperous profit centers for additional revenue.

Still, other formats can find success with ice vending as well. Operators not interested in owning a machine can lease unused land to an independent owner.

Ice vending provides many opportunities to increase profits and help customers make the most out of their carwash visits. Their low startup and maintenance costs, as well as their small time commitment from the owner, make them an ideal investment for washes, explains Dyson.

“You have already paid a premium for your land and established your business,” Dyson concludes. “Why not increase its profitability into the future?”

[Politics is the art of looking for trouble, finding it everywhere, diagnosing it incorrectly and applying the wrong remedies.](#)

[Groucho Marx](#)



## Hiring Teenage Car Washers (or, Lessons In Going Prematurely Bald & Gray) *by Buddy Royal*

### PRE-EXPERIENCED TEENAGED CAR WASHERS

It seems that the car washing experience and knowledge that most teens acquire comes from their cheerleader, band, debate team or other youth group car wash fundraising events. This experience exposes them to just how much fun they can have with their peers washing their parents and friends cars. Not only is it fun and easy with many, many rest breaks, you never have a dissatisfied, disgruntled customer (parent or friend).

A little horse-play, a lot of sudsy soap, more horse-play, add some garden-hose powered water spray, more horse-play, a sponge or two and a few terry-towels, some finial horse-play and voila . . . you have car washing experience. Do this two or three times a year in Middle School and High School and you become an expert who doesn't need to listen during their formal car wash training program, or when their supervisor corrects them on the job the first fifteen times.

### YOU GOTTA LOVE NEW-HIRE TEENS

After a few interesting early-on experiences hiring teens to fill our part-time slots, we learned that it was important to walk a prospective teenage hiree (or anyone for that matter) through the car wash and show them the jobs that are actually performed by our employees. Certain teenage comments and reactions to work at the car wash alerted us to the importance of this step:

#### Girls:

- Yewh, I don't have to actually touch those stinky dirty towels to put them in the washer do I? Won't a boy do that for me?
- I can't use that vacuum hose this week, it will break my nails and I just had them done for prom.
- These long summer shorts you make us wear are way too long, no one can see my great tan. Just look at my legs, I've spent hours in the tanning booth to get this tan before summer.
- I (a 5'1", 105# junior girl, first week on the job) can run the 1,500 psi spray wands for a two hour shift (on a 100 degree summer day) just as well as that boy (6'2", 225# college freshman with two years of prep bay experience at our wash) can!
- I can't clean out a toilet bowl!!! My mom does that job at home. You need to hire an older woman like her to do that work.

#### Boys:

- Hey man, I can't clean out the pits this time. You know what I'd smell like and hey, I've got a "hot, hot" date right after work tonight.
- You mean the girls wear the same uniforms we wear? Ahhh man, that's cruel, there's nothing to look at now.
- And I thought summer 2-a-day football practice was tough, have you tried a two-hour shift in the prep-bay lately?
- I can't clean out a toilet bowl!!! My mom does that job at home. You need to hire an older woman like her to do that work. (Hmmm, sounds the same as the girl's comment)

### INTERVIEWING & HIRING

We use a fairly standard application form, job history form with room for references, and have a fairly standard interview questionnaire. We do check all references including their school. Unfortunately in today's paranoid-of-litigation world, we don't always get the best information from schools and other employers.

We have three different people participate separately in the interview process. This at least gives us a chance to compare interview results to eliminate those applicants with either inconsistencies in their answers or a negative attitude toward the process or an interviewer. Plus, we learned the value of performing a surprise pre-hire drug test. It is surprising (and sad) how many people, both young and old, do not get past this step.

We also learned the value in taking an applicant into the car wash and showing them exactly what the work is that they will be required to perform. An applicant may have to come in two or three times to complete this step in the hiring process. They need to see how we:

- Handle high-pressure wand spray guns,
- Vacuum and clean out vehicles of all types,
- Meet and greet customers (we call them "guests"),
- Sell washes to customers,
- Make change when someone buys something in the store.
- Clean-up at the end of the day, and
- Work so very, very hard during a "rush".

We make sure the applicant sees their specific job plus all of the other jobs our staff is asked to do. We highly value cross-trained employees and give everyone the opportunity to be cross-trained so they need to see everything upfront.

Plus, you'd be amazed at how hard and dedicated your employees perform when you are showing them off to a prospective new hire. People seem to like to be used as a positive example of what it means to do good hard, accurate work.

### THE RESULT

Doing all of this takes a lot of time, both the applicant's time and our management staff's time. But that time is still far less costly than losing people in the first month of work and having lots of turn-over. Turn-over prevents team building and the creation of a positive esprit-de-corps amongst your teams. It prevents you from achieving the results you want because turn-over ultimately creates a poor quality car wash experience for your guests.



We like to hire high school juniors who will stay at least through their senior year. They often stay during college when their school is nearby, or when they come home during vacation and holiday breaks. We've even had a few choose to make car wash management a career and they have become our best recruiters. A good number of our teenage workers of past years have come back to tell us just how valuable their work experience at our car wash has been for their success at other jobs later on in their life. That, my friends, is a tremendously rewarding result.

### Using Social Media to Promote Your Car Wash

Social media is a marketing and advertising channel that the car wash industry was a little slow to adopt, compared to other service sectors. When QwikWash America! began communicating through our social networks we didn't have a good understanding of how valuable it was as a tool to not only find new customers, but also to inform about products and services. Like most businesses, we thought it was sufficient to simply have a "presence" on social media, and do the occasional contest or promotion.

QwikWash America! is an active participant in the business community in McKinney and in Frisco Texas. We enjoy the opportunity to sponsor and volunteer at charitable events throughout the year in a hands-on way of showing our community gratitude for their patronage to both our locations. We've also changed our marketing approach in 2013 in a number of ways that have improved our media outreach and customer relations.

#### The Big Splash Theory

When planning your annual and quarterly marketing events it can be tempting to roll out a contest or prize that is a "big ticket" item. After all, the bigger the prize the more likely it is to create that "big splash" that you want. You get a lot of attention and a lot of conversation any time you launch a high reward modeled contest.

But then what?

In February we began working with a small digital marketing agency in McKinney who explained something called "The Big Splash" theory. Our CRM explained that it was better to take a longer view and to increase the frequency of marketing events for a bigger impact. For instance, remember that big splashy prize? It creates a lot of customer interest but for a very short period of time and then tapers off. Wouldn't it be better to create a marketing strategy where there were smaller prizes, events and giveaways as well as promotions spread out through the year?

Rather than throwing that big event, we changed our marketing model to do more community based events throughout the year after consulting with our CRM. We've found this to be a better strategy for our business. On the same budget, we are able to create a frequent, sustainable conversation and maintain that interest on a monthly basis. We've traded the 'big splash' for constant ripples in our media, and we've got some great results that way.

#### Our Social Media Community

We have a dedicated CRM (Customer Relationship Manager) from McKinney who assists us on our social media. We are active on Facebook, Twitter and Google+ connecting with existing customers and new ones on a weekly basis. We think it is an important customer service investment, and we have a popular Facebook page that offers an incentive to 'Like' us. What better way to start a new customer relationship than to give them a free car wash, and allow them to try our best exterior wash service at no charge?

We created a 'Like' gate custom HTML tab on our Facebook page to give new customers the coupon. The conversion rate from our free car wash campaign on Facebook is very good, as our customers do appreciate the gesture and the service and come back as well as refer QwikWash America! on Facebook to their family and friends.

#### Digital Marketing Tips for Your Car Wash Business

- Invest the time and effort into quality promotions advertised through your social media channels. Opt for lower value but higher frequency for best results. Keep your business on the minds of your customers.
- Leverage the three main social media channels (Twitter, Facebook and Google+) daily.
- Mix your content to keep it interesting. If your only posts are sales oriented, you will lose your audience quickly. Give them tips and helpful information for their vehicles. Do not always sell in your social communication. It should not feel like a never ending commercial.
- Get your staff involved by contributing pictures and posts. It demonstrates that your Car Wash is also a great place to work with service oriented staff.
- Have a little fun! Social media posts should not be boring. It is okay to use your sense of humor to make your customer smile. Charisma is a good thing.

Remember that social media is your most affordable tool for reaching new customers, maintaining the loyalty of existing customers and informing about your products, services and the personality of your business and organization. It is worth the investment.

QwikWash America! offers full service auto care in McKinney and Frisco Texas. Connect with us on Facebook at: <https://www.facebook.com/qwikwashamerica> or visit our website [www.qwikwash.com](http://www.qwikwash.com) for more information.

### Carwash Facts

Research shows that 52% of American car owners wash their cars less than once a month - and 15% never wash their cars. (Can you imagine the 15% driving down Interstate-80 at night?) An estimated 37 million cars even smell because of interior garage, according to a consumer survey conducted by the International Carwash Association (ICA).





# You Paid A Premium For Your Location... MAKE IT WORK FOR YOU!!

The Kooler Ice Vending Machine offers your Car Wash an excellent way to create an ADDITIONAL REVENUE STREAM that can earn for you 24/7 - Rain or Shine!



Prices start at \$29,500 or as low as \$625/mo

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# Raise Your Revenue!



IN-BAY EXPRESS WASH SYSTEM



It Pays to Convert that Old In-Bay: Ask Robert Greene  
 In just **two months** Georgia owner already seeing great numbers



"Within 2 months we quadrupled throughput, reduced wait-times and increased per-car revenue. My customers

are ecstatic with the wash. MacNeil equipment really is second to none – no one else can match their expertise in getting maximum results from minimal space."

*Robert Greene, owner, Carwash Express, Georgia*



## VITAL STATS Conversion completed February 2012

**WHO:**

Robert Greene, Owner, 11 Carwash Express Sites, Georgia; Vice President, Board of Directors, Southeastern Carwash Association; MacNeil customer since 2008

**WHAT:**

Converted an existing in-bay automatic to a mini tunnel using MacNeil's In-Bay Express Wash System, with Wheel Boss and Gloss Boss add-ons

**WHERE:**

Kingsland, Georgia at a high-volume intersection (daily volume 35,000 x 17,000 vehicles)

**WHY:**

An aging and over-burdened in-bay automatic facing stiff competition from a new express tunnel installed 1/4 mile away



By the Numbers: **Check Out these Results!**

**4 x the throughput**

From 9 cars/hour to 36/hour within first month, with expected volumes of 45/hour "easily accommodated"

**+ \$2.50/car**

Increase in revenue thanks to MacNeil wash quality, plus wheel and tire add-ons

**- 7 minute**

Decrease in customer wait time

**Just 35 feet**

Existing in-bay space required



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