



CANADIAN CARWASH ASSOCIATION

SEPTEMBER 2006

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WASH 'N' GO CARWASH

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New programs and activities benefit members

By Karen Dalton

Wash Volume Reports

In January 2006, the CCA launched the new Wash Volume Report Program to monitor and record the number of washes, revenues and average revenue per cycle of carwashes by 14 regions across Canada. As of this date, 919 carwashes have signed up for the program.

Reports comparing the first quarters of 2004, 2005 and 2006 were delivered to participating companies in April. It revealed large double-digit increases in cycles and revenues between 2004 and 2005, followed by significant declines in the first quarter of 2006 nationally. Revenues per cycle grew modestly over the periods measured. Several regional reports contrasted sharply from the national performance of the industry.

Precise figures by region and nationally are made available only to participating companies. Comparative figures for the second quarter were distributed to all participating companies in mid-July, after the final copy date for this issue of Octane. To receive reports, a company must agree to supply data for a three-year period and be a member of CCA. Beyond the normal membership fee, there is no additional charge to receive quarterly and annual Wash Volume Reports. For further information, please contact the association office.

Yellow Fish Road™ Program

CCA President Vito Cosentino and Executive Director Phil Boyd met with Trout Unlimited Canada CEO Douglas Cressman and Yellow Fish Road™ Program Director Anna Lee-Carswell in Calgary, on June 27, 2006, to discuss how the two organizations might work together to achieve common goals. The Yellow Fish Road™ Program is designed to educate the general public about the detrimental effects of toxic substances entering Canada's streams, rivers and lakes through storm sewers, particularly from washing cars in driveways.



INDUSTRY FORUM

PROMOTING THE RESPONSIBLE GROWTH AND PROSPERITY OF THE CAR WASH INDUSTRY



It was agreed that CCA and Trout Unlimited will undertake a pilot project at two wash sites, one in Calgary and the other in Toronto, to jointly educate the local communities as to the environmental advantages of using a professional carwash. Should the project prove successful and mutually advantageous, a more ambitious program involving a larger number of independent wash operators across Canada will be considered.

Western Chapter Meeting

On June 27th, Calgary area carwash operators met at the Glenmore Inn to network and hear presentations on three valuable CCA member benefits — the Discounted Insurance Program, the Carwash Volume Report Program and the Fixed Price Energy Program. The event was hosted by Barb Reimer, a Director of CCA and Refined Products Business Manager of Husky Energy. CCA National President Vito Cosentino and Executive Director Phil Boyd were also in attendance. Bill Kirkwood, vice president of Erb &

Erb Insurance Brokers Ltd., who manages the Discounted Insurance Program, announced the appointment of several new sub-brokers in Alberta and British Columbia to better serve the needs of Western operators. Similar meetings are planned for Edmonton and Vancouver in September. For further information, please contact the association office.

Golf Tournament

The annual Canadian Carwash Association golf tournament in Ontario is being held at the Richmond Hill Golf Club on Tuesday, September 19, 2006. The day begins with a networking buffet lunch, followed by "Red Dog" format golf with a shotgun start at 1 p.m. and a presentation dinner. Thanks to the generosity of numerous supplier sponsors, who will pay \$175 to play golf, the registration fee for carwash operators is a modest \$100. Carwash operator members of CCA will also have the exclusive chance to win a TV worth over \$2,000. To receive a registration form or further information, please call 416-239-0339. •

New Members

Carwash Operators

- 1089375 Ontario Ltd. – Pickering, ON
- 6209629 Canada Inc. – Rockland, ON
- A1 Complete Carwash – Scarborough, ON
- Almonte Carwash – Almonte, ON
- Best Car Wash Company – Brampton, ON
- Chetwynd River Rock Sand & Gravel Ltd – Chetwynd, BC
- Dawson Creek Car-Wash Ltd – Dawson Creek, BC
- Elora Esso – Elora, ON
- Exeter Valley Truck & Car Wash Ltd – 100 Mile House, BC
- Ezee Clean – Oakville, ON
- Highway Car & Truck Wash – Fort St. John, BC
- Maple Leaf (Coin) Car Wash – Scarborough, ON
- Mapleview Car Wash – Mississauga, ON
- Mapleview Car Wash – Burlington, ON
- Meaford Car Wash – Meaford, ON
- MJ's Ezee Clean Inc – Stoney Creek, ON
- Nasah VMS Ltd – Elmira, ON
- McCauley Car Wash – Edmonton, AB
- Splash Car Wash – Aurora, ON
- Stouffville Car Wash – Toronto, ON
- Tommy's Carwash – Sudbury, ON
- Wash Zone Enterprises Inc. – Fort St. John, BC
- 1GRBWash – Richmond Hill, ON

Carwash Suppliers

- B.A.S. Contractors – London, ON
- EnergyShop.com Div. of M3 & W Inc. – Richmond Hill, ON
- John Brooks Co Ltd – Lachine, QC
- Pelco Systems – London, ON
- Portmor Investments Ltd. – Thornhill, ON



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