



[www.canadiancarwash.ca](http://www.canadiancarwash.ca)

# CANADIAN CARWASH ASSOCIATION



MAY 2008

President  
**Vito Cosentino**  
WASH 'N' GO CARWASH

Secretary-Treasurer  
**Murray Ewing**  
TRANSCHEM INC.

Vice-President  
Carwash Owners/Managers  
**Steve Newman**  
SHINY TIME CARWASH INC.

Vice-President  
Oil Company Carwashes  
**Nick Dudley-Smith**  
PETRO CANADA

Vice-President Manufacturers/Distributors/  
Suppliers  
**Brad Laurier**  
MACNEIL WASH SYSTEMS LTD.

Immediate Past President  
**David Woodcroft**  
CRYSTAL CARWASH SERVICES LTD.

Executive Director  
**Philip J. Boyd**

#### Directors

Saul Barth – GAS-UP CAR WASH  
Brad Goetz – MONDO PRODUCTS CO. LTD.

Stuart Gunn – COINCARWASH.CA

Al MacDonald – CANADIAN TIRE CORPORATION LTD.

Steve Makins – ECOLAB LTD.

Colin Potts – PELCO PRESSURE EQUIPMENT LIMITED

Richard McKinnon – MIAMI CAR CARE CENTRE INC.

Rob Milligan – HUSKY ENERGY

Scott Murray – EZEE CLEAN CARWASH

Nancy Schmautz – TD INDUSTRIES

#### NATIONAL OFFICE MAILING ADDRESS

Canadian Carwash Association  
5 – 2325 Hurontario Street, Suite 194  
Mississauga, ON L5A 4K4

#### NATIONAL OFFICE

Canadian Carwash Association  
4195 Dundas Street, Suite 346  
Toronto, ON MBX 1Y4  
Tel: 416.239.0339 Fax: 416.239.1076  
[office@canadiancarwash.ca](mailto:office@canadiancarwash.ca)  
[www.canadiancarwash.ca](http://www.canadiancarwash.ca)

## INDUSTRY FORUM

### Wash Volume Report results for 2007

By Karen Dalton

TWO YEARS AGO, The Canadian Carwash Association (CCA) launched a market research program for its members which provides reliable data, collected and analyzed by Kent Marketing Services Limited, on the carwash industry in Canada. The Wash Volume Report (WVR) program, developed exclusively for the CCA, gives members the ability to monitor data to determine if their sales are being influenced by site selection, marketing, weather or other economic factors.

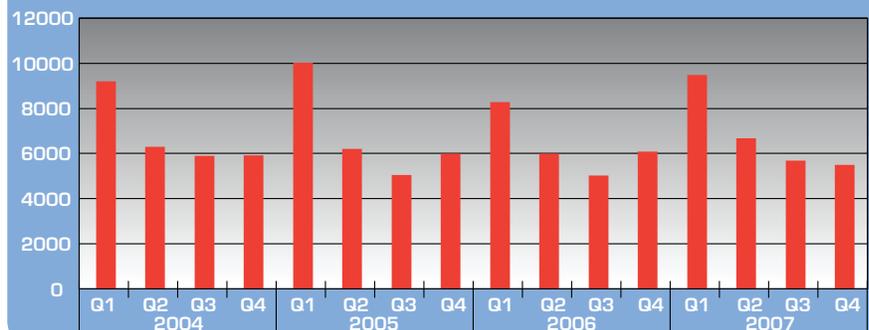
National results for the second full year reveal that 880 carwashes reported wash volumes of 24,326,304 up 5.98% over 2006 cycles (see chart), average annual revenues per site of \$193,249 and average revenues per cycle of \$6.99. This represented an increase from 2006 of 15.02% in average revenues per site, and an increase of 6.72% in average revenues per cycle.

The WVR program provides participants with both national and regional reports on a quarterly basis showing monthly wash volumes by participant (number of wash cycles) and aggregate revenues, average revenue per wash, trend information, wash and industry totals, including benchmarking data for carwash sites and companies. The reports assist participants to determine market share and industry performance.

CCA Wash Volume Reports allow participating members to compare their carwash operations performance with that of other similar operators both locally and nationally, identify seasonal variations, assess the performance of their business, understand how the overall carwash market is performing and make informed decisions regarding new locations or expansion. The program is provided at no cost to CCA members.

As a participant in the program the member is bound to a confidentiality agreement and agrees not to use the information contained in the WVR for promotional purposes. CCA is solely responsible for the dissemination of aggregate information contained in the reports. For more information on CCA's Wash Volume Report program contact Philip Boyd, Executive Director of CCA at 416-239-0339.

#### Average Cycles Per Site





## CCA RETURNS TO CALGARY WITH CARWACS

The Canadian Carwash Association is proud to be returning to Calgary in 2008 with The Convenience U CARWACS Show on May 22nd and 23rd at the Telus Convention Centre.

It is our goal to help you, as western carwash operators, grow your businesses, and we will be providing top-rate, western-focused education to help you succeed. We look forward to meeting one-on-one with operators to address your challenges, hear your concerns, discuss the current state of the industry and help you find the solutions you need.

### *Highlights of the two-day event include:*

- The CCA's Town Hall Meeting: a panel, moderated by CCA president, Vito Cosentino, specifically geared toward western issues like energy, the environment and government legislation, on May 22nd.
- An exclusive lunch for carwash operators on May 23rd featuring a special guest speaker.

The CCA strives to be a voice for western carwash operators. We are bringing our industry-leading education to Calgary in order to provide a venue for operators to learn, network and grow their car wash businesses. For more information visit [www.carwacs.com](http://www.carwacs.com)

*We look forward to seeing you there!*

## TIPS FOR OPERATORS PROTECTING YOUR ASSETS

By Steve Newman

The truth is that getting into business these days isn't cheap. Whether you buy or lease, if you add up your potential liability it is substantial. And then there are those possible lawsuits. We all work hard for what we have. It is often said that some of us work harder than others. I suggest that some of us work smarter than others.

It is incumbent on every good business person to take every possible step they can to protect what they already have.

If you haven't already, the first smart step is to consider incorporating. In law, a corporation exists as a separate entity. Therefore, if your corporation gets sued, and assuming you haven't moved assets around at the last minute, and assuming you haven't done something in your personal capacity such as signed personal guarantees, the creditor only gets the assets in the corporation. The point is, they can't have your house, or your car, or your boat, or all that stuff in your garage that you haven't used in ten years.

If they win their lawsuit against your corporation and they get that combo shampooer/sandwich maker/buffer vender that you bought at the Vegas show – serves them right – let them figure out how to program four sizes of quarters and those oversized tokens.

Incorporation does have its costs. There are government fees, legal fees and annual accounting fees. But, there is also considerable tax savings associated with undistributed profits and you get to have a fancy gold lettered binder and seal that you can show off and impress (emboss) your friends with. There are many online companies that offer basic incorporation services. If your affairs

are a little more complicated or you have a partner or are uncomfortable with a computer, then call a lawyer.

Already in business? Well, it's never too late. There are provisions in our tax act that allow you to move your business into a corporation tax free. So, pick up the phone and call your accountant. Discuss incorporation with him or her. Most of you already know what you have to do. Your friends and colleagues have done it...the question is...why haven't you?

*Steve Newman practices law and owns and operates Shiny Time Car Wash in Toronto, Ontario.*



The annual Canadian Carwash Association golf tournament in Ontario is being held at the Richmond Hill Golf Club in Toronto, Ontario, on Tuesday, September 16, 2008. 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 \$125. To receive a registration form for further information, please call 416-239-0339.