



www.canadiancarwash.ca

CANADIAN CARWASH ASSOCIATION



JULY 2010

President
Richard McKinnon
MIAMI CAR CARE CENTRE INC.

Vice-President - Oil Companies
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PIONEER PETROLEUM

Vice-President - Secretary/Treasurer
Al MacDonald
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WASH 'N' GO

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Vito Cosentino - WASH 'N' GO
Mike Dietrich - PIONEER PETROLEUM
Nick Dudley-Smith -
SUNCOR/PETRO-CANADA
Nathan Ewing - TRANSCHEM INC.
Brad Goetz - MONDO PRODUCTS CO. LTD.
Stuart Gunn - COINCARWASH.CA
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Richard McKinnon -
MIAMI CAR CARE CENTRE INC
Scott Murray - EZEE CLEAN CARWASH
Dianne Parker -
RIMS AND ROVERS AUTO & PET WASH
Colin Potts - TECO WESTINGHOUSE
MOTORS (CANADA) INC
Nancy Schmautz - TD INDUSTRIES
JJ Woodley - RED HILL CAR WASH INC.

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INDUSTRY FORUM

CCA AGM ELECTS BOARD

The 2010-2011 Board of Directors for the Canadian Carwash Association (CCA) was elected by a unanimous vote at the association's annual general meeting held this past April 29th 2010. Re-elected to the Board are the following:

Brad Baldwin, *Ecolab/Blue Coral*,
Vito Cosentino, *Wash 'N' Go*,
Mike Dietrich, *Pioneer Petroleum*,
Nick Dudley-Smith,
Suncor/Petro-Canada,
Nathan Ewing, *Transchem Inc.*,
Brad Goetz, *Mondo Products Co. Ltd.*,
Stuart Gunn, *Coincarwash.ca*,
Brad Laurier, *MacNeil Wash Systems Ltd.*,
Al MacDonald,
Canadian Tire Corporation Limited,
Richard McKinnon,
Miami Car Care Centre Inc.,
Scott Murray, *Ezee Clean Carwash*,
Dianne Parker - *Rims and Rovers*
Auto & Pet Wash
Colin Potts, *TECO Westinghouse*
Motors (Canada) Inc.,
Nancy Schmautz, *TD Industries*,
JJ Woodley, *Red Hill Car Wash Inc.*

Elected onto the Board for the first time is Dianne Parker, Co-owner/Co-manager of Rims and Rovers Auto & Pet Wash from Beaumont, Alberta.

At the first meeting of the new Board in May 2010, the executive for the association was approved. Keeping their previous roles are: Richard McKinnon as President, Scott Murray as VP - Carwash Owners/Operators, Brad Laurier as VP - Manufacturers/Distributors/Suppliers, and Vito Cosentino as Past-President. Taking on new roles are Al MacDonald as VP - Secretary/Treasurer and Mike Dietrich as VP - Oil Companies.

"The CCA Board is committed to an aggressive program for the coming year which will see new initiatives in the next year. We have gone out of our way to ensure the Board members are fully energized and ready to work for the industry proactively," says President Richard McKinnon.

Included on the agenda of the association for the year are renewed efforts to source additional benefits through CCA for members and continued involvement on the environmental front. Several committees have been structured to act as the focal points for work planned for the coming year.

Each of the seven committees are being tasked to develop specific goals that will benefit the CCA members. These committees have been assigned "champions" to shepherd them along, as follows:

Membership Committee,
Scott Murray
Environmental Committee,
Nathan Ewing
Golf Tournament Committee,
Mike Dietrich
CARWACS Committee,
Richard McKinnon for the Toronto event,
and Dianne Parker for the Calgary event.
Finance Committee,
Al MacDonald
Supplier Relations Committee,
Brad Laurier
Nominating Committee,
Vito Cosentino

The CCA represents more than 1,000 carwash locations from coast to coast, and is the only independent exclusive voice for the industry in Canada.



BEST QUARTER EVER IN WVR HISTORY

The first quarter of 2010 has been the best for the industry since the CCA started the Wash Volume Report (WVR) back in 2004. On a quarter to quarter basis, the first quarter of 2010 saw 95 per cent increase over the previous quarter, that being the last quarter of 2009.

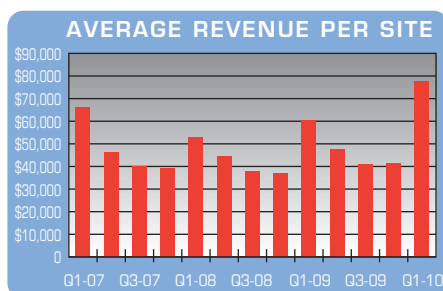
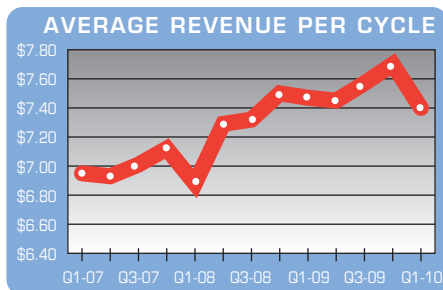
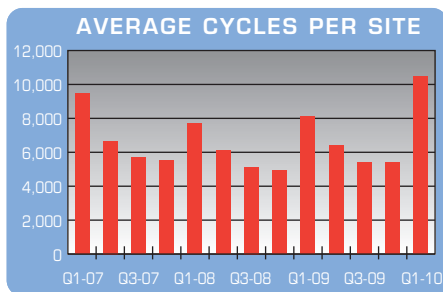
Given that the first quarter of the year has always been the best performing quarter, and the fourth quarter the worst performing, a more important comparison is first quarters of the respective years. There was in fact a 29 per cent jump in first quarter 2010 cycles per site at 10,476 versus first quarter 2009, when there was 8,092 cycles per site. The last time the cycles per site was over 10,000 was in the first quarter of 2005 when it hit 10,022.

Average revenue per cycle declined however, going to \$7.40 in the first quarter of 2010, as compared to \$7.70 for the last quarter of 2009, and \$7.47 for the first quarter of 2009.

While the average revenue per cycle declined, the average revenue per site increased dramatically to \$77,570 for the first quarter of 2010, as compared to \$41,407 and \$60,484 for the last and first quarters of 2009 respectively. This jump represents an 87 per cent increase over the last quarter of 2009 or a 28 per cent increase over the first quarter of 2009. The next highest amount of average revenue per site was in the first quarter of 2007, which reached \$65,922.

Did the economy pick up that much, or was it just the confluence of the bad weather with good days to wash thrown in? While the Canadian economy did pick up, the first three months of 2010 have to go down in history as one of the oddest in the journal of weather tracking. As one carwash owner who was a panelist at the Toronto Carwacs show presentation last March stated, "If given the choice between a good economy or bad weather, I'd pick bad weather every time."

That comment does have to be conditioned with the request for enough good days to entice people to come to the carwash. Of course, having both a good economy and bad weather doesn't hurt.



NEW SUPPLIERS PAGE

The CCA website, www.canadiancarwash.ca, has added a new supplier listing page to provide information on suppliers to the industry. At the time of writing, there are only 14 suppliers on the page, but more will be added in the coming months.

"It's a small thing, but it provides our supplier members with yet another benefit in joining the CCA. I know that our own company has had carwash operators call us as a result of seeing our listing on the CCA Supplier website, so it is of value," says CCA Vice-President, Manufacturers/Distributors/Suppliers, Brad Laurier, MacNeil Wash Systems Ltd.

CCA staff are currently working on collecting more information from suppliers and working on creating a cross-index of products and services offered by its supplier members. If you haven't see it, visit the CCA website and click on the suppliers tab on the top of any page. If you're a supplier member and not listed, contact the national office to obtain the website suppliers listing form.



The CCA Annual Golf Tournament will be held at a new location to provide a new experience. This year's event will held on Tuesday, September 14th, 2010, at the Eagle Ridge Golf Club, Georgetown, ON.

Go online to www.canadiancarwash.ca website to register for the event which will have more than a new location to distinguish it from past tournaments. Visit our website for more up-to-date information.