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CANADIAN CARWASH ASSOCIATION



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INDUSTRY FORUM

GET ON YOUR GAME AT CARWACS

If you do nothing else as a result of reading this installment of the CCA Industry Forum, make sure the one thing you do is mark on your calendar March 3rd and 4th, 2010. Those are the dates of this year's CARWACS Show, being held at the Toronto Congress Centre, which is near the Toronto airport.

The show is an opportunity to learn what's available to our industry both from technology and environmental points of view. The CCA will be presenting three workshops in conjunction with the trade show, the first of which is being called "Get on Your Game." As a panel presentation, it is designed to provide direct audience participation to foster discussions on topics of specific relevance to carwash operators.

The seminar is slated for Tuesday, March 3, 2010 9:30 – 11:00 am, prior to the show opening for that day. It is intended to help those wanting to be at the forefront of the carwash industry by providing a forum for discussion of the key trends, issues and challenges facing carwash businesses today. Learn where the industry is going and what can be done to keep ahead of the competition.

Our second seminar that same day, slated for 11:15 am – 12:00 pm, is called "Seeing Green – What Does That Mean?" With increasing pressure from municipalities to manage precious water resources, the result is increasing regulation for our industry. Instead of resisting it, the CCA is encouraging the industry to embrace the green movement as a way to expand market share.

The seminar will outline new practices, and show how incorporating them

can save the environment and your business. Hear from industry professionals on By-law updates and recent compliance measures. Combined with regulatory issues, will be discussions on going green from equipment and chemical points of view. Find out, for example, how much you can save by just changing the type of bulbs for your lighting and signage. Going green not only helps the environment, it also helps the bottom line.

Our third seminar is on Wednesday, March 4, 2010 at 11:15 am – 12:00 pm, and is called "The Right Connection." From HR to PR, find and make connections that work for your carwash. Join us for this interactive session with CCA's guest speaker on how to build effective relationships to benefit your business and increase profitability.

From simple marketing programs, to employee benefits, making the right connection for your business can mean increased business and greater profits. Making the wrong connections can obviously have the opposite results. To ensure

you are on track, come to this session for straight talk on your promotion needs.

CCA members have free access to the CARWACS show and seminars as a member benefit. Passes will

be mailed to members as soon as they are available.

For our western members, mark your calendar for April 14th and 15th, 2010, as those are the dates for the Western CARWACS show to be held at the BMO Centre at Stampede Park in Calgary. More information on that show will appear in an upcoming CCA newsletter.

**Mark down March 3rd
and 4th to attend
the CARWACS trade
show in Toronto**

INDUSTRY FORUM



DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

THE CCA 2010 PROGRAM

The past year, 2009 was a difficult one for many of our members. The economic woes that tightened consumer purse strings had an effect across the country. Despite this the CCA was able to move its agenda forward. Some of the highlights for the past year include:

- Launch of a members only online forum to provide a place for discussion on topics related to the carwash industry in Canada;
- A redesigned website with new content;
- Continuation of the Wash Volume Report, which is the only source in Canada of market data specific to pricing and wash cycle volume;
- Continuation of the group insurance plan that has saved members hundreds and even thousands on their policy fees;
- Events, such as the CCA annual golf tournament; and,
- Representations to key local governments with regards to carwash regulations.

For the coming year the Board has targeted education as a key area of importance. The education committee has been working a development program for members including sessions at upcoming CARWACS events in Toronto and Calgary, which should see some tangible results in the coming months. One of the items the education committee is exploring is working with outside agencies to develop safety and other manuals to be made available to members.

The CCA is also working on launching a carwash site locator website to allow consumers to find carwash sites more readily. The a data sheets have been sent out to members with their renewal forms to collect more information to properly populate the website, www.carwashlocations.com. Members will be listed at no charge, while others may add their listing for a fee still to be determined.

These are only a few of the activities the CCA is working on. All committees are working to move the Board's agenda forward.

These committees include:

- Environmental
- Education
- Membership and Member Benefits
- Communications/Publications/Website
- Events
- Strategic Relationships
- Organizational Structure
- Finance
- Nominating

Any member interested in helping to further the goals of the industry can participate on one or more committees. For more information on how you can help us develop our program for 2010 email us at office@canadian-carwash.ca.



THE RIGHT INSURANCE

As a CCA member, you should know that a major membership benefit is the group insurance policy managed for us by Erb & Erb Insurance. Not only does it offer reduced rates, but by going with an insurance broker who specializes in the carwash industry, you are assured of getting the right type of coverage.

When comparing insurance costs, it is important to also know what is being covered. An insurance broker unfamil-

iar with our industry might be able to get you lower rates, but it will not be for the same type of coverage and may not cover losses should you have a claim.

For a consultation on the right insurance for your business, contact the industry's broker Erb & Erb. Visit our website for more information.

