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CANADIAN CARWASH ASSOCIATION



JANUARY 2011

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INDUSTRY FORUM

CCA AT CARWACS 2011

The Carwacs trade show in Toronto takes place from March 23rd to 24th, 2011 at the Toronto Congress Centre. As in past years, one of the major association deliverables is to provide educational content for our members at the Toronto show and in the fall at the Calgary show. Members receive free passes to the show from the CCA as part of our efforts to provide educational opportunities for the industry.

This year the CCA Carwacs committee worked diligently at lining up speakers to address topics of concern to our members.

These sessions are:

Dealing with Difficult Situations

Wednesday, March 23, 9:30 am - 11:00 am
Is the customer always right? Think you have difficult customers, suppliers and employees? What strategies do you employ? This session will help you deal with difficult conversations you may have to engage in. Whether it's a tough conversation with an employee, customer, colleague or supplier, you will learn how to manage those often uncomfortable interactions. Join Gary McDougall in this interactive session and walk away with increased confidence and communication strategies you can apply to any challenging interaction.

Gary McDougall is a certified mediator who recently retired from the law enforcement community after serving more than 25 years with the Calgary Police Service. During the last eight years of his career, McDougall was Team Leader of the Hostage/Crisis Negotiating Team and has based his "negotiating with difficult clients" philosophies on his vast experience in the field.

Making Upkeep, Servicing and Repair Pay

Wednesday March, 23, 11:15 am - 12:30 pm
You've invested (or are about to invest) thousands of dollars in your facility's equipment, now how do you get the most out of it and keep your carwash operating at a profit? Downtime costs money, in terms of having someone service your equipment and in lost revenue. Attend this rare interactive session and listen to what prominent manufacturers and suppliers of the carwash industry have to say about the current state and future

challenges facing the industry. Bring your questions, as this is where you'll be able to have your concerns answered from the source in person and up close.

Who Controls Consumer Spending?

Thursday, March, 24, 9:30 am - 11:00 am
Research shows that women control consumer dollars spent, yet few carwash operators have a marketing plan geared towards this gender. Join us for in this humorous yet insightful presentation to learn how to use gender-awareness marketing to reach the real world of women consumers. This is a must attend session for carwash operators who want to increase their share of the female driving market.

The Environment & Your Carwash - Ask the Experts

Thursday March 24, 11:15 am - 12:30 pm
Learn how environmental issues are affecting the carwash industry and how you can turn these into an opportunity to attract and retain new customers. This session addresses the issues of how to save money by going green and touches on some of the regulations that affect or will affect your operation.

Hear from panelists with expertise in all fields related to the environment including water use, energy, marketing and education.

Visit our website (www.canadiancarwash.ca) for more information on the sessions, moderators and speakers. As soon as the content for the fall Calgary Carwacs show is confirmed, it will be posted on our site as well.

After the educational sessions on each day, the trade show floor opens. There you can see the suppliers with their latest carwash equipment and chemicals. The CCA both will also be staffed during the show so come by and talk to us about your issues, concerns or interests.

INDUSTRY FORUM



DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

THIRD QUARTER 2010 WASH VOLUME REPORT

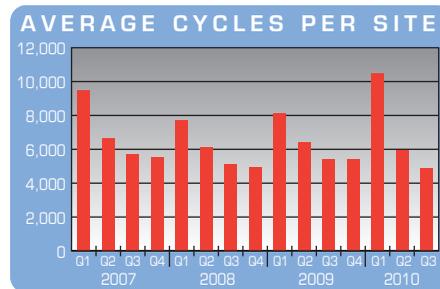
There are now 960 carwash sites across the country participating in the Canadian Carwash Association's Wash Volume Report (WVR). The national survey, undertaken on a quarterly basis by Kent Marketing for CCA, reports on number of cycles, total revenue, average cycle price, average cycles per site and average revenue per site. Participation in the WVR is free to CCA members, with participants receiving breakdowns for the region or regions they report in.

The average price per cycle for the third quarter of 2010 surpassed the \$8.00 level, for the first time since the study began, to \$8.05. The increase in cycle price is up 2.9 per cent from the second quarter 2010—and up 6.3 per cent from the same quarter in 2009.

The average revenue per site, however, is down. From the second quarter to the third quarter of 2010, the average dropped 15.4 per cent to \$39,172. Compared to the same quarter of last year, the average revenue per site is down only 3.9 per cent.

The drop in average revenue is caused by an average cycle per site drop of 17.7 percent to 39,172 from quarter-to-quarter. The year-to-year drop was 9.7 per cent from the third quarter 2009 to the third quarter 2010.

The carwash industry started the year with a record-setting first quarter in terms of number of cycles per site—at 77,570. The two following quarters, however, fell below the corresponding quarterly levels set in 2009.



CCA MEMBER REFERRAL PROGRAM

The CCA relies on a core of volunteers to deliver its programs. This is always a challenge as participation in the Association is weighed against the individual's time commitment at their own operation. Bluntly put, we need to spread the workload to minimize volunteer fatigue. To that end the membership committee has developed a new program to increase CCA membership utilizing relationships between industry stakeholders.

The program provides current CCA members a simple tool to persuade industry stakeholders to join or return to the CCA. The program rewards members for their efforts while leveraging their contacts within the industry. It recognizes individual needs between suppliers and site owners.

Suppliers will receive a \$200 bonus for each new member that they assist in joining the CCA. This bonus credit can be used towards CCA sponsorship opportunities for the following calendar year or advertising on the CCA web site and/or email blasts. Further, suppliers will receive recognition

in the CCA Newsletter & Octane Magazine for each new member they assist in joining the CCA.

Carwash owners/operators will receive a \$50 bonus toward their following year membership dues for each new member that they assist in joining the CCA. As well, carwash owners will receive recognition in the CCA Newsletter & Octane Magazine for each new member they assist in joining the CCA.

The CCA Board has discussed the need for a "toolbox" to grow our association, to make it more relevant within the Canadian industry and to solidify our voice geographically. The Referral Program is a simple tool to assist the CCA with this task. The CCA needs to grow to be able to excel within our industry. This program is a small step to assist the move forward. Industry stakeholders across the country have strong relationships of which the CCA needs to capitalize on and leverage. The Referral Program meets these objectives in a professional manner while respecting the time and effort of all.

NEW BUSINESS TIPS

Sometimes growing your business means looking at other markets that might not just seem like an obvious fit for carwash operators. Some ideas might also seem outrageous but you never know unless you research it.

Let's take one example, for instance; a carwash operator, who will remain nameless, came to work one day last fall and noticed that someone had a boat in one of his bays and was washing it down. He went over to the customer and struck up a conversation.

Turns out that the customer in question had just taken her boat out of the water for the summer and was going to put it away for the season. The haul had become covered with dirt and algae over the summer, so before storing it for the winter she decided it needed to be cleaned. It also turned out that near this particular carwash operation was a boat storage facility. A couple of posters were printed and, what do you know, there were more boats in the bays.

Clearly not a huge amount of business, but at the same time, carwash operators should be seeking new opportunities. This idea isn't viable for tunnel operation; nor is it if the carwash operation is on the prairies miles way for any navigable water ways.

Think of the opportunities that may be available to you. What else could be out there that might need to be cleaned? Off-road vehicles? Those small trailers contractors used for hauling equipment from job site to job site? Of course, it will depend on an individual carwash location and market. Brainstorm with your colleagues, suppliers and, most importantly, customers. Then do some research to see if an idea could be turned into new business.



What's the most interesting thing that's been washed in your wash?

Send the CCA office an email (office@canadiancarwash.ca), with pictures if possible, and we'll publish it on our website and future newsletters. A cash prize will also be awarded to the best idea of the year!