



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

# CANADIAN CARWASH ASSOCIATION



DECEMBER 2012

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## INDUSTRY FORUM

# CARWACS CALGARY A SUCCESS!

*The Canadian Carwash Association (CCA) ran its annual seminars at the BMO Centre at the Calgary Saddledome grounds this past October. There were a series of four sessions held by the CCA:*



- Advancing your carwash business**
- Getting started in professional carwashing – luncheon**
- Marketing your environmentally friendly carwash**
- The chemistry explained**

The first ever lunch-n-learn session on getting started in professional carwashing was a primer on entry into the industry (based on the *Carwash Toolkit™: Getting Started* publication). The other sessions were more formal educational opportunities for the industry.

The sessions were all very well attended, with the Chemistry Explained session having been sold out weeks prior to the event.

The CCA Board wants to thank the industry for its overwhelming support at the

Calgary CARWACS show. Slide presentations from the sessions have been posted to the educational page of the website on all but the Getting Started seminar. For luncheon sessions, a full version of the toolkit is available for members to download in its entirety in a PDF format.

Plans are already underway for the March 2013 CARWACS Toronto show and seminars. Readers are asked to check out the CCA website's education page for details.

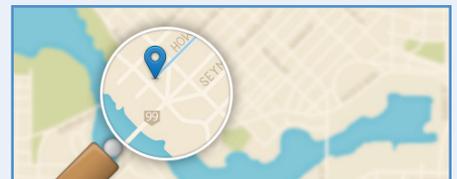
## FIND A CARWASH

The CCA represents over a 1,000 carwash locations across the country. Now, anyone wanting to find one in their area can do so by using the new Find-a-Carwash search feature on the CCA website. Launched in November, the new website feature allows customers to find carwashes based on postal code lookup within a desired radius.

Added to the basic name and address are additional site information which can be managed online by operators directly. An operator can add a description, list the type

of services and upload a photograph of the location. To manage location information, members just need to log into the CCA website and go to their account page.

To see the new feature of the website, go to [www.canadiancarwash.ca/search](http://www.canadiancarwash.ca/search).





## THEFT DURING THE HOLIDAYS



During the holidays carwash operators need to increase vigilance regarding the potential for theft and break-ins. More than 14 carwashes in the southern Ontario horseshoe district have been broken into and suffered damage in a short three month period.

At the same time, reports from the Calgary, Alberta area have indicated thieves are targeting carwash vacuums for cash. The Canadian Carwash Association (CCA) has started a theft reporting initiative to assist members and police with this daunting issue.

The CCA is asking operators and suppliers with clients who have experienced such break-ins and theft to report any such incidences to their local police first then to the national office. The CCA office will track locations and the frequency of these events to better inform police.

Carwash operators are asked to email the national office ([office@canadiancarwash.ca](mailto:office@canadiancarwash.ca)) any related information. The type of information being asked for includes:

- *site names and locations;*
- *dates;*
- *police report numbers;*
- *pictures of thieves or their vehicles; and,*
- *license plates.*

A brief description of the incident would also be useful. The CCA office will compile the pieces to assist police.

The CCA wants to track any cases of theft and break-ins nationally to see what trends, if any, exist. If pictures and videos are available, they too can be posted to the member's only section of the site to warn other operators. For further information and tips on anti-theft measures, visit CCA website ([www.canadiancarwash.ca](http://www.canadiancarwash.ca)).

## MEMBERSHIP RENEWAL CAMPAIGN



Renewal notices for 2013 went out in November 2012, which breaks with tradition as they have in past not gone out until January of the renewing year. This measure has been undertaken to better coincide with the insurance renewal efforts for the CCA group policy.

If members have not seen their renewal notices yet, they can go to [www.canadiancarwash.ca/renew](http://www.canadiancarwash.ca/renew) to do so (requires logging into the website).

The CCA has moved back to a calendar year membership basis, starting in January. This means that anyone joining after January will pay a prorated amount to the end of the year (December 31st). Anyone joining in October to December of a given year will be asked to pay for the last few months of the year plus the whole of the following year.

Prospective members may join online by using the *Join* link on the top right of any page on the CCA website.

## CARWASH TOOLKIT™: RECLAIM STARTING

After the successful launch of the first *Getting Started* toolkit, the association has decided to move forward with the next project, to be called: *Carwash Toolkit™: Reclaim*. As with the first in the series, the next toolkit will be prepared by a committee of industry members.

Anyone interested in participating in the development of the *Reclaim Toolkit* is asked to contact the CCA national office. The deadline for publishing the toolkit is March 2013. The committee will meet monthly by online-conferencing, with the drafts to be prepared by national office staff.



photo courtesy of [www.centralcarwash.ca](http://www.centralcarwash.ca)