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# CANADIAN CARWASH ASSOCIATION



JUNE 2012

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EZEE CLEAN

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Carwash Owners/Operators

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RIMS AND ROVERS AUTO AND PET WASH

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Past President  
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MIAMI CAR CARE CENTRE INC.

Executive Director  
**Jorge de Mendonça**

Operations Manager  
**Karen Dalton**

## Directors

Brad Baldwin - ECOLAB/BLUE CORAL  
Nathan Ewing - TRANSCHEM INC.  
Brad Goetz - MONDO PRODUCTS CO. LTD .  
Jennifer Lai - SUNCOR ENERGY  
Brad Laurier - MACNEIL WASH SYSTEMS LTD.  
Matthew McCulloch - MARK VII EQUIPMENT INC.  
Bob Walsh - FERNROB PCS Inc.

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## INDUSTRY FORUM

### CCA BOARD ELECTED AT AGM

On April 26, 2012, the Canadian Carwash Association (CCA) held its general annual meeting (AGM). The Association's past president, Richard McKinnon, introduced the slate of new Directors for the Board which was accepted with a unanimous vote.

In addition to the existing Board of Directors, Jennifer Lai of Suncor Energy and Matthew McCulloch of Mark VII were elected. At the same time, however, three members had opted to step off of the Board, including Al Macdonald of Canadian Tire, JJ Woodley of Red Hill Car Wash and Nick Dudley-Smith of Suncor Energy.

Jennifer has replaced Nick at Suncor, as he has gone on to new responsibilities at the company. Al, who had been a long time member of the Board and who has

also served on the International Carwash Association (ICA) Board, felt it was time to step down and let newer faces take the lead. After being on the Board for a number of years, JJ also felt it was time for others to get involved with the Board.

All three retiring Directors will be missed. Their assistance and expertise were vital assets; they may yet, however, be called upon to help out in reduced capacities.

That brings the number of total Directors of CCA to twelve, one above the minimum dictated by the Association's bylaws. For more information on the individual Directors, please go to the Board of Directors page on the CCA website (see left navigation menu on the website for the link). Other information on the AGM is available on the AGM page of the website.

### WHAT'S PLANNED FOR 2012/13

During the CCA AGM, Scott Murray, CCA President and owner of Ezee Clean Carwash in Stony Creek, Ontario, reviewed what the Board of Directors has planned for the coming year. An information package detailing the benefits and environmental advantages of professional carwashes is at the top of the list. This package will help educate authorities in the largest municipalities in the country on the carwash industry.

"What we want is to avoid what happened in Ottawa last year where seven carwashes were forced to close their tunnels for almost two months. Fortunately, those locations were part of larger enterprises which could sustain the revenue losses, but most of us independents couldn't," Murray told the meeting.

This document will be made available to CCA members, allowing individual operators to communicate with their local municipal offices regarding their carwash and its importance as a business within the community. "We need to have members get involved and be activists for their own businesses and the industry in general. The CCA is too small

to do it all, but together we can get the job done," said Murray.

"You need to know who is calling the shots at your city hall and get to know them," added Murray. While advocacy is a large part of the CCA's mandate, individual carwash operators also need to be involved, and the package that will be developed is intended to help them advocate on their own behalf while the CCA advocates on behalf of the industry as a whole.

Another project announced is the development of a *Getting Started Toolkit* for carwash operators. A CCA committee has been working on the kit for several months now, and a draft is expected by the end of May 2012. It will include information on setting up a carwash, the different types to consider, costs, how to evaluate sites and how to assess an existing carwash operation.

"The starter kit is something we've been discussing for a few years now; I'm excited that it's coming to fruition. The number one question I'm asked by people calling into

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# INDUSTRY FORUM



DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

## OTHER BUSINESS FROM THE FLOOR!!

The AGM included an "Other Business" segment where items are brought forward from the floor. During this part of the meeting, one operator said that many carwash operators don't know what the Association does and don't see the value in membership. As an example, he asked what the CCA was doing about a letter he had recently received from his municipality regarding new regulations on the use of chemicals in his carwash.

CCA Executive Director, Jorge de Mendonca, noted that the Association was unaware of the new regulation and requested a copy of the letter.

"It has to be a two-way street," said CCA President, Scott Murray. "If we don't know what you need, there is nothing we can do." The fact of the matter is that most rules for carwash operators are set at the municipal level, and can vary from municipality to municipality within the same region of the country. The Association doesn't have enough resources to research and know what is happening in every municipality in the country. This is why the National Office relies on CCA members to call in and inform the Association so that the CCA can respond to those issues.

"I work for you," added de Mendonca during the meeting. "Call me anytime you think there is something we can help with or should know about." The National Office might not be able to do something immediately, but the CCA is here to provide assistance to the industry wherever possible.

The CCA has a number of contacts, including supplier CCA members, who have a wealth of knowledge and can be called upon for expert opinion. The member in question did indicate that they would be sending in the letter to the CCA National Office as soon as possible so that staff can research the issue.

A question was raised about the new Ontario government Disabilities Act, which puts new requirements on small businesses to make their locations accessible to people with disability issues. The member was referred to material on the issue that had already been posted on the CCA website.

The moral of the story is that there needs to be two-way communication between the Association and all CCA members in order for us to work hand-in-hand on an issue that involves individual carwashes or the industry at large.

## WHAT'S PLANNED FOR 2012/13 (continued)

the office is, 'How do I start a carwash business?' This kit will point those individuals in the right direction," said Jorge de Mendonca, Executive Director, CCA.

The starter toolkit will be made available to members for free, while a price for non-members has yet to be set. Parts of the kit will be available on the CCA website's member-only section where opinions and suggestions for its content will be solicited from members.

### Other points highlighted were:

- New efforts on member retention and new member solicitation, starting with research on what carwash operators want from their association.
- Reducing our costs associated with

CARWACS, while looking at ways to leverage the content CCA prepares for it into online, on-demand webinar material for the CCA website. The Association will also be looking at supplier-based material for webinar content.

- Continue to add professional resources to the member-only section of the website for member referral.
- Adding a "for sale" section to the website, which members can post in for free.
- Adding a carwash search feature to website.

"This is a very aggressive agenda," said Murray, "but it's what we need to do to have an impact."

## CARWACS IPAD DRAW WINNER



CCA Executive Director, Jorge de Mendonca (left) and CCA President, Scott Murray (right), present Nickolas Partsalidis, owner of Victory Lane Car Wash in Brampton, Ontario, with an Apple iPad™ he won as a result of attending a seminar at CARWACS Toronto in March 2012.

## HAVE THE RIGHT INSURANCE?

A few months ago a carwash detailing owner walked into the CCA National Office with a story of woe. A car owner reported damage to the wiring in his luxury car as a result of the detailing operation. When the detailing operator went to his insurance company he was told, "Sorry, you're not covered for that."

The CCA National Office put the member in touch with the Association's insurance broker, Brent Taylor, Erb & Erb Insurance. While the carwash owner had been sold a garage auto policy, it only covers damage to a car while carwash staff is driving it, but not the work done to it. Brent told the CCA that, "Commercial general liability policy is most needed, because it covers bodily injury and property damage. A garage insurance policy is only needed if the carwash operator is in the care, custody and control of an automobile."

Due to ongoing litigation, specifics of what has transpired cannot be discussed. Needless to say, having the right insurance in place will save operators in the long run. Contact our insurance broker for a quote if you are unsure if you have the right coverage. For more details see [www.canadiancarwash.ca/insured](http://www.canadiancarwash.ca/insured).

