



www.canadiancarwash.ca

CANADIAN CARWASH ASSOCIATION



APRIL/MAY 2012

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INDUSTRY FORUM

CCA RESPONDS TO MISLEADING WHEELS ARTICLE

On February 11th, an article appeared in the *Wheels* section of the *Toronto Star* that inaccurately answered a reader's question about professional carwashes. The weekly column answers questions and concerns about various automotive issues that are submitted by readers. One reader sent in a question about professional carwashes.

The individual's sunroof apparently leaked when going through a particular carwash. The author of the article answered the reader's question with inaccurate information about professional carwash water pressure, and made the assumption that the leaking sunroof was not a manufacturing defect of the car, but was a result of the carwash.

As the advocate for the carwash industry, the CCA responded to the editor of *Wheels* and the columnist himself with a letter providing accurate information about professional carwashes. The letter also delivered key CCA messages, such as the environmental benefits of using professional carwashes. The link to view the letter submitted to the *Toronto Star* can be found on the home page of the canadiancarwash.ca.

Carwash operators should use the information in the letter for any related issues arising at their own sites, which can be found on the CCA website.

LAI APPOINTED TO BOARD OF DIRECTORS



The Canadian Carwash Association welcomes a new member to the Board of Directors. Jennifer Lai, Director, Petro-Canada Car Wash, Suncor Energy, joins the board after longtime board member, Nick Dudley-Smith, stepped down in December, 2011. Lai's appointment was through a unanimous vote at the board's January 2012 meeting.

In her role at Suncor Energy, Lai oversees more than 250 carwash locations. She brings sales, marketing and retail experience to the board. The CCA would like to thank Nick Dudley-Smith for his contribution to the association after nearly 10 years on the board. Best wishes to Nick on his future endeavours.

MEMBERSHIP REFERRAL PROGRAM INTRODUCED TO CCA MEMBERS

The Canadian Carwash Association's primary role is to be an advocate for the industry to government. When facing challenges, such as this past year's forced shut-down of carwashes by municipal governments, the Association provides a voice for our members. Consider joining today to make our voice stronger.

The CCA Membership Committee has developed a Membership Referral Program that is now available to all CCA members. The aim of the program is to reward CCA members for referring new or former members to the Canadian Carwash Association. Members are encouraged to reach out to their

professional network and help the CCA grow throughout Canada.

Suppliers will receive a \$200 credit for each new member that they refer to the CCA. The credits can be put towards advertising on the CCA website or in a membership email blast. Carwash owners will receive a \$50 credit that will be put towards the following year's membership dues. For each new member referred to the CCA, suppliers and carwash owners will receive recognition in the CCA newsletter and *Octane Magazine*. Learn more about the CCA Membership Referral Program at: Canadiancarwash.ca/referral.

INDUSTRY FORUM



DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

ARE YOU A WATERSAVERS® CARWASH?

The International Carwash Association (ICA) is starting to create public awareness about its WaterSavers® Program. Water conservation and other environmental issues are important concerns in today's society. The ICA is touring throughout the United States to promote the benefits of joining the WaterSavers® Program.

The tour also raises public awareness about the environmental benefits of using professional carwashes and reinforces the message that carwashes are the most efficient way to clean vehicles. The WaterSavers® Program is also spreading that message online through Youtube videos: youtube.com/watch?v=8c3ZILbq290. Joining WaterSavers® is good for the envi-

ronment and good for your bottom line. Learn how your carwash can join the growing number of WaterSavers® members on the CCA website: canadiancarwash.ca/watersavers.aspx.



UPDATED ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT

As of January 1, 2012, the provincial government has updated the Accessibility for Ontarians with Disabilities Act. The updated act will change how businesses operate in the province. Employers will now have to develop policies, practices and procedures on providing goods or services to people with disabilities. If necessary, employees of all Ontario businesses must be able to assist any customer with disabilities.

In order to educate and train employees, small business owners and operators are required to develop a written plan and train staff on accessibility. The plan must be available for customers to review.

The Accessibility for Ontarians with Disabilities Act outlines accessibility standards that employers of businesses throughout the province must follow in order to identify, remove and prevent barriers to accessibility. There are five accessibility standards, four of which have been made into law: customer service, employment, information/communication and transportation. The fifth standard, built environment, is currently being developed.

Since the Accessibility for Ontarians with Disabilities Act is law, there are compliance measures that inspectors enforce. Inspectors may visit businesses without warrant and are permitted access to any documents, data or records relating to how a business complies with the Act. Businesses that fail to meet the terms of the Act may be required to pay a penalty.

For more information about the Accessibility for Ontarians with Disabilities Act and to learn how you can implement an accessibility plan into your carwash business, visit the www.canadiancarwash.ca website for more details.



@CANADIANCARWASH GOES SOCIAL



The Canadian Carwash Association is now connected to the world of social media. @canadiancarwash is the official Twitter account for the CCA. The account will keep followers up-to-date on what is happening within the association. @canadi-

anarwash will help spread industry news, events and other updates of the CCA.

@canadiancarwash wants to hear from you! Join our network and let us join yours. Together we can share industry and association news, as well as help strengthen CCA's online presence. Find the Twitter link on the CCA home page: canadiancarwash.ca.

CCA 2012 AGM AND INDUSTRY NIGHT

CCA members are invited to take part in an exciting evening at Woodbine Racetrack in Toronto, Ont. on Thursday, April 26. The 2012 Annual General Meeting (AGM) and Industry Night offers several appealing activities all in one place (and for one price). Prior to the AGM, take part in a professional development session followed by a cocktail reception.

After the 2012 AGM, sit down with your fellow owners and operators for the CCA networking dinner. Cap the night off by taking in some of the races — the CCA is not responsible for how fast or slow your thoroughbred may be. For more information, please see below:

Date: Thursday, April 26th, 2012 **Time:** 4 p.m. to 11 p.m.

Agenda: 4 – 5 p.m. – CCA Member Professional Development (*Free for Members*)

5 – 5:30 p.m. – Cocktail Reception

5:30 – 6:30 p.m. – CCA Annual General Meeting

6:30 – 11 p.m. – Industry Networking Dinner (\$79.00 + HST ticket price)

Location: Woodbine Racetrack, 555 Rexdale Boulevard, Toronto, Ont.

More current information will be available on the CCA website.